SEPTEMBER 5, 1955 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

Buy the Mid-Continent Station and you get the biggest audience in each of these 3 markets

OMAHA. 52.6% share of audience. The highest ratings of any station in a comparable market in America. KOWH commands every single daytime quarter hour. Wide coverage on 660 kc. KOWH is doing a job for its local and national advertisers. Get **H-R** or General Manager **Virgil Sharpe** to tell you about it.

KANSAS CITY. Calling (by Hooper) or re-calling (with Pulse) it's unanimous—WHB dominates Kansas City. (June-July daytime Hooper 45.1%) WHB achieved dominance in less than a year under Mid-Continent management. 10,000 watts on 710 kc. Call **John Blair** or General Manager **George W. Armstrong.**

NEW ORLEANS. Some old New Orleans radio traditions have disappeared, and a new one is here. Mid-Continent has operated WTIX for two years now. It took only the first ten months for the station to move from last to first place—and it's been there ever since. Average July daytime Hooper: 20.2%. Second station: 11.9%. Chat with **Adam J. Young, Jr.** or General Manager **Fred Berthelson.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

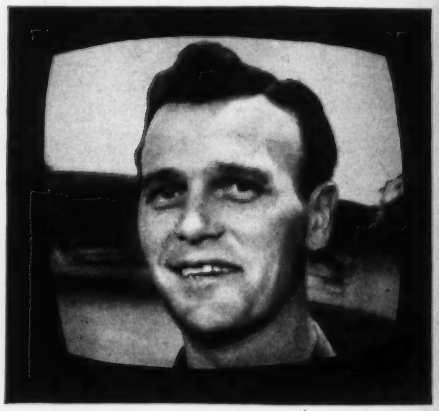
KOWH, Omaha Represented by H-R Reps., Inc.

WHB, Kansas City Represented by John Blair & Co.

WTIX, New Orleans Represented by Adam J. Young, Jr.

a TV show with a *fresh* approach

"EDDY ARNOLD TIME"



If you're looking for a Fall TV series—and you can't decide among the many fine TV dramas and mysteries—don't you think it makes sense to investigate a completely different type of show? And don't you think that the public would gratefully respond to one that's fresh and entertaining?

First returns on "EDDY ARNOLD TIME"

Ratings:

WDXI-TV, Jackson, Tenn....**70.2**
KCMC-TV, Texarkana, Tex..**47.5**
KCJB, Minot, N. D.....**98.0**
(Honest-to-God!)
KFXJ-TV, Grand Junction, Colo.....**75.6**

Then you'll want to investigate "EDDY ARNOLD TIME," a beautiful, stimulating musical series—imaginatively produced and lavishly staged—featuring a splendid cast and America's favorite singer of songs, EDDY ARNOLD.

26 half-hours now in the can, all made in 1955—a quality production, realistically priced.

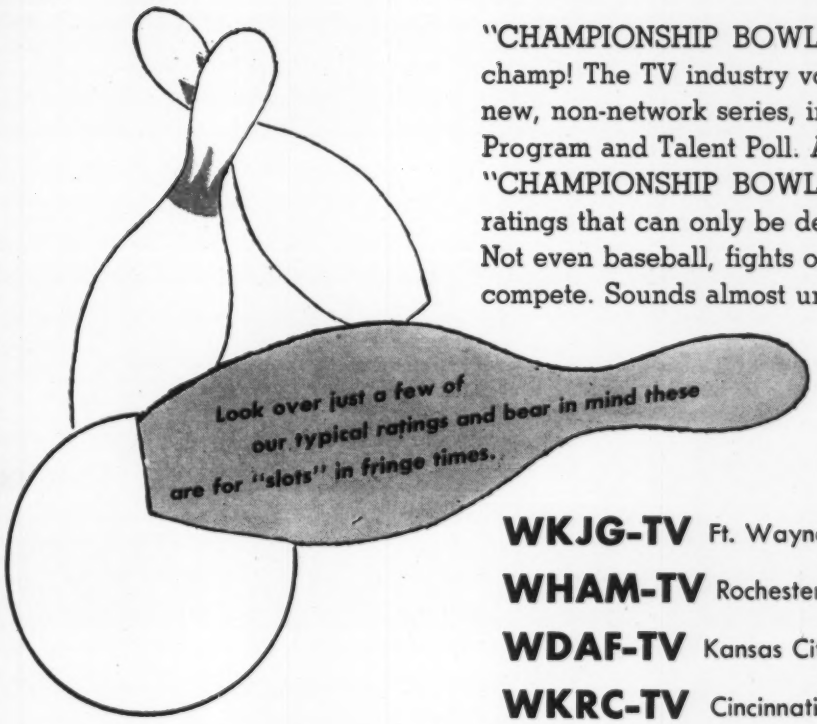
"EDDY ARNOLD TIME"

For descriptive brochure, prices, and audition film, write, wire or phone

WALTER SCHWIMMER CO.

75 E. Wacker Drive, Chicago 1, Ill., FRanklin 2-4392
New York Office: Howard Henkin, 16 E. 41st St., LExington 2-1791
Hollywood Office: Tom Corradine, 5746 Sunset Blvd., HOllywood 2-4448
Canada, Spence Caldwell, 447 Jarvis, Toronto, WAlnut 2-2103

VOTED BEST 1955 SPORTS SERIES!



"CHAMPIONSHIP BOWLING" is the TV sports champ! The TV industry voted it first, as the best, new, non-network series, in BILLBOARD'S Annual Program and Talent Poll. And no wonder! "CHAMPIONSHIP BOWLING" is now racking up ratings that can only be described as astonishing. Not even baseball, fights or pro football can compete. Sounds almost unbelievable, but it's true!

WKJG-TV Ft. Wayne, Ind.—5:30 Sat. aft. **40.4**
WHAM-TV Rochester, N.Y.—2:30 Sat. aft. **30.0**
WDAF-TV Kansas City, Mo.—1:00 Sun. aft. **18.0**
WKRC-TV Cincinnati, Ohio—1:00 Sun. aft. **22.4**

CHAMPIONSHIP BOWLING

52 HOUR FILMS NOW IN THE CAN

It's a one-hour film show (shot specifically for Television) featuring match elimination games between champions of the bowling world for major cash awards. No sports film can equal this one for excitement and suspense. Here's a show that will build a big rating overnight in any time slot regardless of competition—even the best feature films.

WE'VE GOT THE STARS!

To be tops, you've got to have the tops. And we've got 'em—under exclusive contract. The bowling champs of the world, the group that comprises the "Major League."

STEVE NAGY	BUZ FAZIO
DON CARTER	JOE KRISTOF
ANDY VARIPAPA	JOE NORRIS
NED DAY	BILLY WELU
BUDDY BOMAR	ED KOWALICS
JUNIE McMAHON	PAUL KRUMSKE
JOE WILMAN	STAN GIFFORD
BILL LILLARD	CARMEN SALVINO

CONNIE SCHWOEGLER

For descriptive brochure, prices, and audition film, write, wire or phone

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75 E. Wacker Drive, Chicago 1, Ill., FRanklin 2-4392
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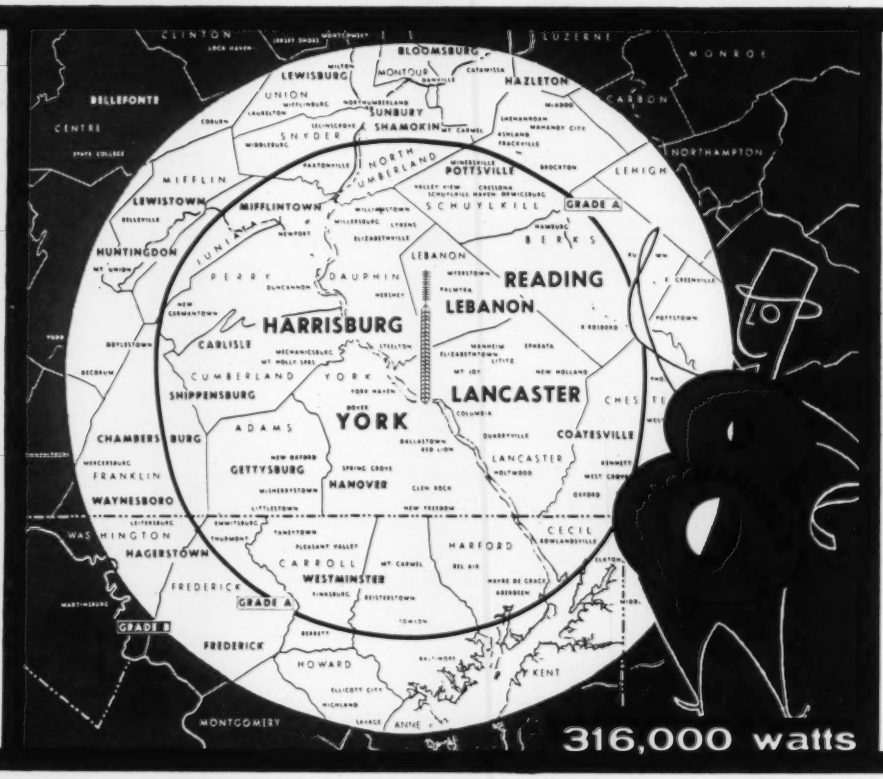
AMERICA'S 10TH TV MARKET



WGAL-TV

LANCASTER, PENNA. NBC and CBS

STEINMAN STATION Clair McCollough, Pres.

The WGAL-TV multi-city market area is comprised of 912,950 TV sets owned by 3½ million people who have $5½ billion to spend each year. For maximum sales in a multi-city market, advertise on WGAL-TV.

Representatives: MEEKER TV, INC.

closed circuit®

TV RATE INQUIRY • FCC's Common Carrier Bureau has instituted investigation into reasonableness of coaxial and microwave rates of AT&T, as first phase of study of network rules as applied to tv. Under personal direction of Harold G. Cowgill, bureau chief and former operating head of uhf ch. 17 WTVP (TV) Decatur, Ill., staff in New York is accumulating factual data to be submitted to four-commissioner committee working under Congressional mandate and with $80,000 special fund. Committee is Chairman McConnaughey and Comrs. Hyde, Bartley and Doerfer.

B•T

COMMON Carrier Bureau needed no special authorization since it is functioning under Docket No. 8963, instituted in 1947, which is still open as to rates. New York staff directed by Jack Buckley, chief of field staff. Bureau hopes to clean up its task before FCC gets into other phases of network study, to update 1941 chain-monopoly regulations, and which cover contentions made to Senate Committee that small market operators can't afford tv line or relay charges. Otherwise, FCC inquiry is in suspense, awaiting appointment of director in charge, who presumably will select his own staff of six or eight. Recruiting difficult, because of short tenure and low $80,000 budget.

B•T

AGENCY LIQUIDATION • Horace Hagedorn, president of Kiesewetter, Baker, Hagedorn & Smith, New York, is expected to join Sullivan, Stauffer, Colwell & Bayles, along with $1.2 million La Rosa (foods) account, it was understood Friday as KBH&S, announced it will liquidate between now and end of current year. H. M. Kiesewetter, who founded firm 25 years ago, retires to devote himself to management of personal interests; Samm S. Baker has joined executive staff of Donahue & Coe, and H. B. Smith is withdrawing from advertising field to enter another business.

B•T

BOTH sides in toll tv issue are keeping their eyes on Friday, Sept. 9, date on which reply briefs are due before FCC. Original briefs, filed last June 9, brought unprecedented comments, with total count on documents received reaching nearly 12,000 —about equally divided between pros and cons, aside from those containing multiple signatures.

B•T

IN THE FAMILY • Despite recurrent reports last week that Anheuser-Busch (Budweiser) would leave D'Arcy Adv. Co. for another agency, you can probably make book account will stay. Here are facts: (1) Budweiser has heard pitches from N. W. Ayer & Son and J. Walter Thompson Co. and D'Arcy is slated to make its presentation Sept. 9. (2) Budweiser has signed for 1956 St. Louis Cards (owned by Anheuser-Busch) radio-tv schedule of 100-plus radio stations and KTVI (TV) St. Louis for television. (3) P. J. Orthwein, D'Arcy president, is on board of brewery and is married to President August Busch's sister. Another Orthwein is an A-B vice president.

B•T

REORGANIZATION of D'Arcy's St. Louis office is in offing within next month or so, to be pegged along departmentalization lines. Harry K. Renfro, who has been serving as radio-tv director and account executive on Budweiser-Cards baseball, is understood to be slated for new overall radio-tv director's post to be created.

B•T

POLITICAL TARGET • Fact that former President Harry S. Truman is taking cracks at what GOP has done in way of using "influence" at FCC as well as among other government agencies may be harbinger of things to come in upcoming presidential campaign. FCC also has been singled out for criticism by other Democratic leaders in attacks upon Republican administration.

B•T

JOSEPH L. RAUH JR., national chairman of Americans for Democratic Action, who has figured in public eye in attacking administration, is expert in broadcast law and may barge into that field also. Mr. Rauh, native Cincinnatian, served as assistant general counsel of FCC in charge of broadcast matters from May 9, 1940 to May 27, 1941 under General Counsel Telford Taylor.

B•T

RADIO SPLASH • Lincoln-Mercury, Detroit, planning giant spot announcement radio campaign in nearly 500 markets effective Sept. 19. Campaign will run for seven or eight weeks. Agency: Kenyon & Eckhardt, New York.

B•T

THEODORE I. OBERFELDER, who resigned his ABC vice presidency after "20-second" session with ABC President Robert E. Kintner, hopes to land berth on West Coast. He received what he regards as "most generous" severance pay from ABC, terminating 11 years with network organization, latterly as vice president in charge of WABC-TV New York.

B•T

RETREAT FOR AIR FORCE? What happens to existing government tv stations when commercial outlets are ready to serve same area? Test case will soon arise out of commercial application for ch. 8 at Presque Isle, Me., by engineer Thomas B. Friedman [B•T, Aug. 29]. At stake is ch. 8 operation of Limestone, Me., air base. Although low-power operation, base station has program logs printed in Presque Isle newspaper and is reported serving 15,000 receivers [B•T, July 4].

B•T

KEY Defense Dept. and FCC officials expressed conviction that Air Force at Limestone would be obligated to relinquish station operation in face of commercial tv service. Gentleman's agreement to this effect exists under Interdepartmental Radio Advisory Committee. Defense Dept. official says this agreement is unenforcable, but that Defense policy would compel government station to bow out. Course of action apparently not so clear when commercial radio station claims unfair competition from government tv as in case of KUAM Guam threatened with proposed military tv outlet [B•T, July 4].

B•T

MANANA • Mexican communications authorities expected to notify U. S. government by about Sept. 15 on acceptance or rejection of bi-lateral agreement on am radio allocations [CLOSED CIRCUIT, Aug. 15]. While optimism generally has been expressed on an accord, reports trickling in are that Mexico's industry group, representing existing stations, favor plan but that some members of government delegation want additional concessions which U. S. delegation has insisted would not be considered.

B•T

INDICATIVE of new line of thought on FCC in relation to uhf-vhf problem were comments last Friday of Comr. Robert E. Lee at West Virginia Assn. of Broadcasters meeting in White Sulphur Springs, W. Va. In off-the-cuff remarks, he viewed uhf as secondary service for foreseeable future and said he was predisposed toward drop-ins on vhf channels, reduction of separations and use of directionals, with existing uhf'ers to be given first crack at such assignments. He's also hopeful that number of vhf channels can be increased through trades with military and possibly with existing fm allocations, although he's disposed to handle latter rather gingerly. Comr. Lee is expected to expose his overall allocations philosophy on Sept. 20 at first of NARTB's area meetings in Chicago. (See Hyde comments, page 62).

B•T

TV HOME COUNT • Fund of new facts on U. S. tv homes due from U. S. Census Bureau in fortnight. Statisticians at weekend were nearing end of compilations showing for U. S. and four regions: Number of tv households with one set and with two or more; table of tv households by number of dwellers; nationwide tv ownership by size of urbanized areas, with five-way breakdown; ownership inside and outside standard metropolitan areas (will not show individual areas).

MORE COVERAGE IN America's MORE Market...

with 316,000 watts on Channel-8, KFMB-TV, SAN DIEGO

* directional

San Diego County alone has grown 52% ★★ **IN POPULATION SINCE 1950**

San Diego County alone has grown 51% ★★ **IN RETAIL SALES SINCE 1950**

A Market GREATER than: ★
Atlanta, Georgia,
New Orleans, La.,
Portland, Oregon,
Dallas, Texas,
Denver, Colo., or
Seattle, Wash.

The Nation's 15th★ Market in Bldg. Materials

●

KFMB-TV's Coverage is where the West grows fastest

★ Consumer Markets, 1955 ★★ San Diego Chamber of Commerce

CALL YOUR PETRY MAN

KFMB TV

WEATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

at deadline

FCC Filing Signifies End Of DuMont Tv Network

OFFICIAL notice that Allen B. DuMont Labs Inc. is giving up network business was given Friday when firm filed application with FCC to transfer its two owned tv stations to subsidiary DuMont Broadcasing Corp. [B•T, Aug. 15].

WABD (TV) New York and WTTG (TV) Washington will be under control of DuMont Broadcasting, wholly-owned subsidiary of DuMont Labs. Application for FCC approval noted there will be no change in control or management of stations.

It was stated that DuMont Labs "has been obliged to terminate and liquidate its tv broadcast network operations because they could not be operated profitably under the existing system of allocation and control of television broadcast stations and affiliations."

Statement asked "extensive readjustment" of operations of DuMont Labs, required by "substantial termination" of network operations, make it "necessary and desirable" that new subsidiary take over management at earliest practicable date.

DuMont Labs noted it will retain rights to Electronicam live-film system. Balance sheet of DuMont Broadcasting Corp. as of July 17 set total assets at $2,732,416, with current assets of $312,962. Stockholders' equity totaled $2,732,416.

General Teleradio Acquires Rights to BBC War Series

EXCLUSIVE rights to U. S. distribution of British Broadcasting Corp.'s documentary series, *War in the Air*, has been acquired by film division of General Teleradio Inc., GT announced Friday. Series contains 15 half-hour films relating military air power's rise and impact on world in past 20 years.

Film footage—more than 6 million feet—had been contributed by U. S. Defense Dept.; NATO; British Air Ministry; British Commonwealth Air Ministries and French Air Ministry. Producer was BBC Television Service. Series based on outstanding World War II air campaigns with 90% drawn from actual combat material.

McLendon, Noe Organize NOEMAC Station Group

NEW radio-tv station group known as NOEMAC announced jointly by Gordon McLendon, president of Trinity Broadcasting Corp., and his father-in-law, former Gov. James A. Noe, president and head of Louisiana stations. Group will operate as advertising alliance and exchange information on electronics developments.

All five am stations in the group are independent. They include KLIF Dallas, WRIT Milwaukee, KELP El Paso, belonging to Trinity; WNOE New Orleans and KNOE Monroe, La., belonging to Gov. Noe. Two tv stations are in group—KNOE-TV Monroe, La., belonging to Gov. Noe and KOKE-TV El Paso, Texas, Trinity outlet scheduled to start in December on ch. 13. Trinity's key station, KLIF, is affiliated saleswise with KFJZ Fort Worth. Trinity plans to acquire other am and tv properties.

PONTIAC PACT

PONTIAC MOTOR DIV. of General Motors Corp., through MacManus, John & Adams Inc., will sponsor *See It Now* series this fall on CBS-TV, William H. Hylan, vice president in charge of network sales, CBS-TV, announced Friday. Series will be made up of at least six broadcasts, varying in length during program season. Edward R. Murrow's program to be in 30-minute and 90-minute lengths depending on event treated. Pontiac's sponsorship is for first two programs slated for late October and mid-December. Auto firm has retained options on other four. First show to study office of vice-presidency and men elected to it; second tentatively slated to be on New York City with other planned to study Hollywood (with emphasis on tv's effect), report on Africa, studies of education and traffic problems.

RAB Clinic to Highspot Radio Success Stories

RADIO success stories will highlight agenda of Radio Advertising Bureau's national radio advertising clinic set for Oct. 13-14 at New York's Waldorf-Astoria. Some 21 radio advertisers will show how radio is used to solve problems in national or regional campaigns, RAB said Friday.

Speakers will include Walter Purdom, executive vice president, Brisacher, Wheeler & Staff, on behalf of Contandina tomato paste, and Arthur Magee, account executive, Rippey, Henderson, Kostka & Co., agency for Frontier Airlines (feeder airline operating in Rocky Mt. region). Also slated: panels on copy, marketing techniques and new research projects; case studies and other illustrations of techniques of use to national and regional advertisers, particularly in selective markets.

NBC Russian Pickups

NBC Radio to program what is described as first series of direct broadcasts from Moscow to U. S. by Irving R. Levine, network's news correspondent in Soviet Union, starting this Wednesday. Program, *This Is Moscow*, programmed 10:20 to 10:30 p.m. (EDT), will include feature reports on varied aspects of Russian life (arts, science and business) as well as interviews with Russians in these fields. Mr. Levine, recently granted permanent visa, already has been broadcasting daily from Moscow. Until last Wednesday, he was not not censored.

TOO HOT FOR HOME

KCOP (TV) Los Angeles announced Friday it had refused film spots for feature movie "I Am a Camera" on ground sexy scenes are not fit for home viewing. Station indicated action does not pass judgment on scenes or lines of film itself. Understood second Los Angeles outlet planned similar action. Movie itself has been refused production code seal.

• BUSINESS BRIEFLY

FRIGIDAIRE DRAMA • Frigidaire Div. of General Motors Corp. will sponsor *"My Favorite Husband"* in CBS-TV's 10:30-11 p.m. Tues. spot following *$64,000 Question*, effective Oct. 4. Kudner Agency, N. Y., handles.

CIBA DOCUMENTARY • Ciba Pharmaceutical Products Inc., Summit, N. J., in cooperation with American Medical Assn., will present new documentary series, *Medical Horizons,"* on ABC-TV, Mon., 9:30-10 p.m. effective Sept. 12. Show for Ciba is packaged by J. Walter Thompson Co., N. Y., with Fred Carney as producer-director.

SERUTAN RADIO • Serutan, New York, through Edward Kletter Assoc., buying radio spot announcement campaign starting Sept. 6 for 52 weeks.

NUCOA BUYING TV • Best Foods (Nucoa margarine) expected to buy tv campaign in number of markets starting Sept. 12 for 32 weeks. Agency, Dancer-Fitzgerald-Sample, New York.

GLEEM PLANS • Procter & Gamble (Gleem toothpaste) through Compton Adv., New York, understood to be planning radio spot announcement campaign in number of markets effective Sept. 19. Usual until-forbid P&G contract will be placed.

AGENCY SWITCH • Personal Products, division of Johnson & Johnson, currently serviced by BBDO, New York, expected to name Gear-Marston as agency effective first of year.

TPA Acquires 104 Episodes Of 'Private Secretary' Series

PURCHASE OF 104 episodes of *"Private Secretary"* film series starring Ann Sothern, announced by Milton A. Gordon, president of Television Programs of America, called largest transaction of its kind in tv film distribution. TPA is paying Chertok Productions, producers of series, $4 million for negatives of 104 pictures.

New productions in *"Private Secretary"* series will remain as Sunday evening network feature over CBS-TV, alternating with Jack Benny under sponsorship of American Tobacco Co., and will continue to be produced by Chertok organization. Episodes acquired by TPA, under agreement reached by Edward Small, TPA board chairman, and Paul McNamara, partner and vice president of Chertok, will be distributed under title *"Susie."* TPA has bought its rights in perpetuity.

ABC-TV 'Festival' Contest

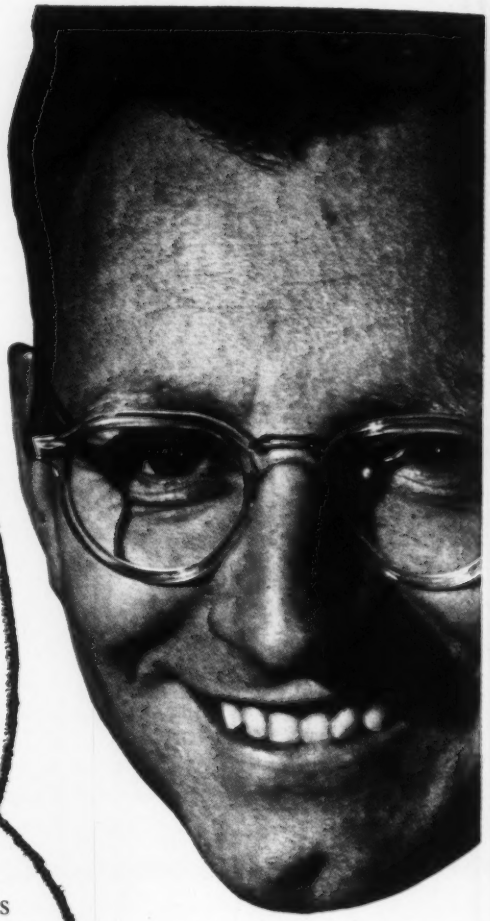
ABC-TV has invited some 500 members of agency media and research departments in New York and another 300 in Chicago to take part in contest that offers cash prizes of $1,000, $500 and $250 for winning estimates of what Nielsen rating average will be for network's 90-minute feature film presentation, *Famous Film Festival*, Sun., 7:30-9 p.m. EDT starting Sept. 18. Contest will be based on Nielsen's two October reports. Estimates also being asked for individual separate week Nielsen ratings for period covered by reports and average number of homes reached per program over period. Latter estimates to be used in case of ties.

Second IN A SERIES OF

WOW-TV

ON-THE-AIR SALESMEN

(Farm Service Director, MAL HANSEN)



Farmers BELIEVE MAL HANSEN!

BECAUSE he has broadcast on Radio WOW and WOW-TV daily for ten years.

BECAUSE he has intimate contacts with all mid-western farm organizations and agriculture schools.

BECAUSE he knows farmers personally. Each year he travels 15,000 miles to visit farmers and farm gatherings. He is the most sought after speaker in midwestern agriculture.

BECAUSE he is nationally recognized. He is past president of the National Association of TV and Radio Farm Directors.

BECAUSE more than a thousand farm folk have followed his annual farm study trips, including two to Europe.

BECAUSE he has an expert staff, headed by Associate Farm Director Arnold Peterson.

BECAUSE he is with a Meredith Publishing Co. station affiliated with "Successful Farming" magazine.

MAL HANSEN TELLS AND SELLS

If you want Believable Mal to sell for you, call any Blair TV man or Fred Ebener, WE 3400, Omaha, Nebraska.

WOW-TV channel 6

OMAHA

Max Power . . CBS . . NBC

Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines

A Meredith Station . . Frank P. Fogarty, Vice Pres. & General Manager.

at deadline

TV Grant in Pittsburgh Faces Possible Rehearing

RECOMMENDATION that FCC rehear ch. 11 grant at Pittsburgh to WWSW Inc., if certain "infirmities" in merger agreement are not resolved, was made Friday by FCC's Broadcast Bureau.

Bureau held that merger agreement between ch. 11 applicants WWSW and WJAS that resulted in final grant raises "substantial questions" of long-established FCC policies. Substantive analysis of agreement was not made in examiner's initial decision or final grant, bureau stated.

Among questions raised by Broadcast Bureau are violations of duopoly rule in that tv station (WIIC [TV] due to start Nov. 15) will be operated "for a time" under licensees of two standard Pittsburgh stations; that WJAS makes no provision for divestment of WHJB Greensburg, Pa., which overlaps WWSW.

Unless these "infirmities" are resolved by modification of agreement, bureau recommended commission grant ch. 16 WENS (TV) Pittsburgh rehearing as latter station requested.

WJAS also asked Friday that WENS petition be denied. Station said FCC is without jurisdiction to consider this petition in as much as WENS has sought judicial relief. Appeal against grant to WWSW Inc. is pending before U. S. Appeals Court in Washington.

RETMA Fall Agenda Covers Trade Rules, Excise Taxes

PROPOSALS to ask changes in trade practice rules governing radio-tv set manufacturing will be reviewed at fall conclave to be held Sept. 13-15 by Radio-Electronics-Tv Mfrs. Assn. at Plaza Hotel, New York. Manufacturers object to required "used" label on tv pictures made of re-used glass envelopes, new measurements of tv screens and rules governing advertising of cabinets not made of solid woods.

Plans for National Radio & Television Week starting Sept. 18 (story page 91) will be reviewed along with Voice of Democracy contest plans and proposals to renew efforts to obtain relief from excise taxes. President H. Leslie Hoffman will preside at RETMA sessions. Schedule of sessions includes 29 separate meetings.

Timothy Buys KMBY Control

KMBY Monterey, Calif., sold by Mr. and Mrs. Fred Gwynn to B. P. (Tim) Timothy, one of founders of Avery-Knodel Co., station representatives. He purchased 75% of outstanding stock for $50,000, subject to FCC approval. Transaction handled by Blackburn-Hamilton Co., broadcasting and newspaper brokerage firm. KMBY is a 250 w station on 1240 kc.

DuMont Names Bowker

BENJAMIN C. BOWKER, one-time general manager, WLIB New York, appointed public relations manager of Allen B. Du Mont Labs, succeeding J. H. Ruiter, who has become manager of advertising and sales promotion of Du Mont's Technical Products Div. (see story, page 98), Keeton Arnett, vice president for administration, has announced.

NEW SCREEN TEST

HOLLYWOOD movie producers have discovered new way to screen test prospective movie talent. It's television. William Miklejohn, Paramount talent chief, planned to sit at home and observe singer-actress Louise O'Brien during her appearance on NBC-TV *And Here's the Show.*

New Financing by RCA Discussed at Board Session

ADVISABILITY of increasing RCA's financial resources discussed at regular meeting of RCA board Friday, according to Brig. Gen. David Sarnoff, board chairman.

Gen. Sarnoff also reported quarterly dividend of 25 cents per share on RCA common stock had been voted, payable Oct. 24 to holders of record at close of business Sept. 16. Dividend of 87.5 cents per share on first preferred stock was declared for period Oct. 1 to Dec. 31, payable Jan. 3, 1956, to holders of record at close of business Dec. 12.

Discussing possibility of additional financing, Gen. Sarnoff said: "The history of the corporation's growth, particularly over the past 10 years, the many new developments in the corporation's present field of activities, and RCA's expanding business in electronics in the military and civilian fields require the consideration of raising additional capital. The issuance of $100 million of Subordinated Convertible Debentures in anticipation of these future needs was discussed; but final decision as to the amount or the manner in which these funds would be raised has not yet been made. The corporation is carry on discussions with Lehman Bros. and Lazard Freres & Co. with respect to its financing program."

Sacramento Case Appealed

McCLATCHEY Broadcasting Co. appealed Friday to U. S. Court of Appeals for D. C. from FCC decision granting KBET-TV Sacramento, right to move studios and transmitter. KBET-TV was favored over McClatchy in ch. 10 grant last October and two months later filed for changes. FCC granted changes and denied protests by McClatchy that it would be harmed because its own KFBK Sacramento serves same area as ch. 10 tv outlet. Question which McClatchy asked court to settle: Has McClatchy standing to seek reconsideration of grant of permit changes? FCC held that it didn't.

UPCOMING

Sept. 8-9: NARTB Code Review Board, NARTB Hdqrs., Washington.

Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.

(For other Upcomings see page 103)

PEOPLE

GEORGE VAUGHAN, formerly with MCA-TV, joins Official Films this week as senior account executive in New York headquarters as contact on key agencies.

PAUL A. RYAN, formerly vice president of Product Presentation Inc., Cincinnati, appointed sales planning manager, Capehart-Farnsworth Co., Fort Wayne, Ind.

RICHARD W. BOWMAN, who recently joined Norman, Craig & Kummel in tv copy supervisory capacity, named a vice president.

General Teleradio Contract Portends Selznick in Tv

SIGNING of David O. Selznick by General Teleradio's RKO Radio Pictures to produce unspecified number of major films may also mark introduction of Hollywood producer into tv, it was speculated Friday. Published reports that Mr. Selznick plans to produce tv film series could not be confirmed by RKO Radio Friday, but Mr. Selznick was quoted as saying that "television will be an integral part of the Selznick Co.'s operations.

Mr. Selznick was further quoted as not having "formally committed" tv shows to General Teleradio but that "we do recognize a mutuality of interests." Also reported were scheduling of meeting this week between Mr. Selznick and Charles L. Glett, executive vice president of RKO Radio, to talk about adapting tv film principles to movies, and gentlemen's understanding between RKO and Selznick that latter would enter overall operation of GT's tv and theatrical projects after RKO Radio is back in full film production.

Under terms of long-term contract between Mr. Selznick and RKO, latter will finance Selznick studio film operations with product set for RKO exclusive distribution. Thomas F. O'Neil, MBS and General Teleradio president, and Daniel T. O'Shea, president of RKO Radio, and A. Morgan Maree Jr., also RKO Radio executive, took part in negotiations with Mr. Selznick. Also agreed upon was re-issue of previous Selznick features to be launched with saturation tv and other media campaigns.

Autopsy Ordered by Police In Death of Philip Loeb

AUTOPSY ordered Friday by New York City police in death of veteran actor-producer Philip Loeb, 61, caused by apparent overdose of sleeping pills. He was found dead Thursday night in his room at Hotel Taft.

Mr. Loeb was "Jake Goldberg" of tv series—*The Goldbergs,* then on NBC-TV—until few years ago when his name was included in *Red Channels,* privately-published anti-Communist booklet dealing with entertainment industry. At time, Actors Equity had branded listing as "unfair" and Mr. Loeb was supported by Mrs. Gertrude Berg ("Molly"), creator of *The Goldbergs.* She had noted that Mr. Loeb "stated categorically that he is not and never has been a Communist . . . No evidence has been presented to the contrary."

KNTV (TV) Starts Next Week

FIRST tv station in San Jose, Calif., KNTV, scheduled to debut Sept. 12, according to General Manager Douglas D. Kahle. Outlet will operate on ch. 11. Vernor Adv. Agency, San Francisco, named to handle station advertising, public relations and sales promotion, with Bill Vernor as account executive.

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*Reg. U. S. Patent Office

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. . AIR BORNE!

On the air at last with the ONLY low channel, the ONLY MAXIMUM POWER station serving the Shreveport area. We're operating at 100,000 watts Video, 69,800 watts Audio from a tower 1143 feet above average terrain, 1153 feet above ground and 1403 feet above sea level.

. . . 1,351,700 population* . . . 151,941 TV Sets† . . . $Billion Market*

*SM May, 1955 †RETMA

The Best TV Buy Between Atlanta And Dallas

KTBS·TV

CHANNEL 3

E. NEWTON WRAY
President and General Manager
Represented by
Edward Petry & Company

NBC

SHREVEPORT, LA.

It's an old

Maybe the bell doesn't ring out from the top of the old Red Schoolhouse . . . maybe nobody totes his lunch any more . . . but September is still traditionally the time when America goes back to school.

Another American custom that's here to stay is the one of watching local TV programs. The public has become accustomed and attached to its local TV personalities. They believe in what they say . . . and their belief pays off in increased business for the advertiser.

WSB-TV . . . . . Atlanta
WBAL-TV . . . Baltimore
WFAA-TV . . . . . Dallas
KOA-TV . . . . . Denver
WTVD . . . . . Durham
WICU . . . . . Erie
KPRC-TV . . . . . Houston
WHTN-TV . . Huntington
WJIM-TV . . . . . Lansing
KARK-TV . . . Little Rock
KABC-TV . . Los Angeles
WISN-TV . . . Milwaukee
KSTP-TV . . Mpls-St.Paul
WSM-TV . . . . Nashville
WTAR-TV . . . . . Norfolk
KMTV . . . . . Omaha
WTVH-TV . . . . . Peoria
KCRA-TV . . Sacramento
WOAI-TV . . San Antonio
KFMB-TV . . . San Diego
KGO-TV . . San Francisco
KTBS-TV . . Shreveport
KREM-TV . . . . Spokane
KOTV . . . . . Tulsa
KARD-TV . . . . . Wichita
ABC . . Pacific Television Regional Network

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

American Custom

Johnnie Lott

Personality Plus

5000 Watts at 970 kc

WERH

One of the most productive selling combinations in **Northwest Alabama, Northeast Mississippi** and **Southern Tennessee** is **Big Johnnie Lott** and **WERH's Big, Powerful 5000 Watts at 970 KC.**

Mid-South folks like the way **Big Johnnie** talks . . . and there're a lot of them in **WERH's 33 county market** of nearly **200,000 radio homes. If Big Johnnie** says a product is good . . . it's good!

Here's a personality backed by proven listener appeal (ask us for our latest Conlan) who does a whale of a job of selling for such national and regional advertisers as:

Royal Crown Cola
Westinghouse Appliances
Betsy Ross Bread
Armstrong Tires
SSS Tonic
Pepsi-Cola
Loveman's Dept. Store (Birmingham)
Coca-Cola
Gulf Refining
Chevrolet-Oldsmobile
Frigidaire Appliances
General Electric
Chrysler-DeSoto
Ford Motor Co.
Sherwin Williams Paints

Big Johnnie can sell for you too. Ask Hugh Fite at **WERH** or any of **Hil F. Best Company** representatives. They'll be pleased to tell you.

5000 WATTS
970 KC
HAMILTON, ALA.
HUGH J. FITE, President

WERH

National Representatives

HIL F. BEST COMPANY

IN REVIEW

DAVIS CUP MATCHES

NBC-TV's colorcast of the Davis Cup tennis matches from the West Side Tennis Club at Forest Hills, Long Island, was as exciting a spectacle as any viewer could wish for—any tennis-loving viewer, that is. The cast was superb, the action thrilling, the outcome uncertain right up to the end. Here was "immediacy" at its utmost.

True, the outcome could have been a happier one for the home team and for the home team fans who suffered with the players when the Australians swept the matches for a five-to-nothing victory and left no doubt that the Davis Cup properly belongs Down Under this year. But if the home team had to lose, it could not have had a more deserving conqueror. Tony Trabert and Vic Seixas are great tennis players. But on the weekend of Aug. 26-28 Lew Hoad and Rex Hartwig were greater.

The Saturday and Sunday matches came over exceedingly well in color. Unlike previous tennis telecasts in black-and-white, where the ball was hard to follow, the colorcasts showed the white ball distinctly against the green grass of the court, giving the televiewer as much opportunity and perhaps even more right to dispute the rulings of the linesmen on close ones than if he had been seated in the stadium. The long shots of the action seemed a little fuzzy, in contrast to the sharpness of the between-games closeups, and there was a difference in color values as if the two cameras had not been balanced to the same standard, but these were minor flaws in a major performance that proved conclusively that tv's color cameras will have as secure a place outdoors in the sunlit playing field as they have in the artificially lighted studio.

Production costs: $38,750.
Telecast in color and black-and-white on NBC-TV, Aug. 26, 2-5 p.m.; Aug. 27, 2:30-5 p.m.; Aug. 28, 2-5 p.m., all EDT.
Overall supervisor: Tom Gallery, NBC director of sports; director: Harry Coule; production supervisor: Perry Smith; announcers: Jack Kramer, Bud Palmer, Lindsey Nelson.

FIRESIDE THEATRE

THE ADVANCE billing of Jane Wyman's new NBC-TV series gave no promise of its being any more than the average half-hour drama routine. The premiere performance lived up to its billing.

Entitled "Technical Charge of Homicide," it was the story of a young wife who was riding in a taxi when it struck and killed a 19-year-old pedestrian. She was called as a witness in the taxi driver's trial, and the plot indicated that she was to be torn in her testimony between sympathy for the father-of-three cabbie and the grief-stricken mother of the dead youth.

But this conflict never came to be. She hadn't seen the accident in the first place, and the only question she could answer was whether the cab was going fast, normal or slow. She said normal. The cabbie was acquitted and that was good. The mother won an out of court settlement from the insurance company and that too was good. And to top it all, the until-then barren wife decided she should have children after all, and that was very good.

The show just didn't build up to any climax. Other than that it was competent. The acting and directing and producing were all that could be expected. The story just wasn't there. Given some scripts with meat in them, Miss Wyman *et al* appear able to turn out a good show. Let's hope they get those scripts.

Production cost: Approximately $40,000.
Sponsor: Procter & Gamble for Ivory Soap and Crisco through Compton Adv.
Time: NBC-TV, Tuesdays, 9-9:30 p.m. EDT.
Producer: William Asher
Director: Sidney Landfield
Cast: Jane Wyman, William Chinkg, John Harmon, Nan Boardman, Argentine Brunetti.

FLOOD

CBS-TV has found itself a capable, sensitive new documentary narrator in the person of its highest-priced comic, Jackie Gleason. Whether Mr. Gleason will continue to perform such extra-curricular activities for the network is problematical, but his work on "Flood" was in the best Edward R. Murrow tradition.

Most of the program was filmed in Winsted, Conn., with survivors of the Hurricane Diane aftermath relating their experiences on the night when flood waters shredded the city's main street, left shells where homes and businesses had stood the night before, and brought death to loved ones.

Some of Winsted's citizens almost burst into tears as they recounted their losses. Had Mr. Gleason not been as versatile as he apparently is (his dramatic debut was made last spring) he could well have made a shambles of the show. Mr. Gleason, in as uncomical a situation as one is likely to encounter, did a fine job.

Producer: Ernest Leiser.
Film Supervisor: Joseph Zigman
Writers: John Sharnick and Ernest Leiser.
Director: Verne Diamond
Narrator: Jackie Gleason and townspeople of Winsted, Conn.

KUKLA, FRAN & OLLIE

THE VERSATILE and veteran video show, *Kukla, Fran & Ollie*, is back with us for another season. Written and played with an imaginative spark primed to capture the curiosity of the young and the adult, the program hasn't changed over the years.

Returned were Ollie, the unpredictable, likable dragon who is more puff than fire; Kukla, the big hearted tiny tyke with the oversized nose, and Fran Allison, a human being with warmth that lights up in spirit and song.

Theme of last Monday's show on ABC-TV was that out of the summer doldrums come new tv programs, including the antics of Burr Tillstrom's Kuklapolitan Players. The principals on the show kidded a bit about summer being just about over and with it vacationing in hammock, at the barbecue pit and on the beach. A few things were said about ABC-TV's fall lineup, a few exchanges were had on just what day it was and lots of excitement when Kukla, Ollie and Miss Allison discovered they were already on the air.

Actually, with only 15 minutes to play around with, the Kuklapolitans get quite a bit into their program. Viewers who've always gone for this sort of relaxed, and at times tongue-in-cheek, humor, ought to find *Kukla, Fran & Ollie* unspoilt, untarnished and still unspectacularly entertaining.

Sponsor: Gordon Baking Co. (Silvercup bread), Detroit, through D'Arcy Adv., New York.
On ABC-TV, Monday (Aug. 29) at 7-7:15 p.m. EDT.
Creator: Burr Tillstrom; producer: Beulah Zachary; director: Lewis Gomavitz; music by: Carolyn Gilbert; assistant to Mr. Tillstrom: Joseph Lockwood Jr.

"Color Equipment*" is important...

*We ought to know . . . we just got some new prices on it.

But in Louisville . . .

WHAS-TV Programming pays off!

"LATE SHOW"
10:55 P. M.
Monday through Friday
(Market's outstanding feature film show with host Jim Walton.)

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons,
New York, Chicago, San Francisco
Associated with The Courier-Journal & The Louisville Times

316,000 WATTS
WHAS-TV
Channel 11
LOUISVILLE KENTUCKY

BASIC CBS-TV Network

Your Sales Message Deserves
The Impact of Programming of Character

The advertiser who t

o talked

No trade secret is more jealously guarded by advertisers than the specific effectiveness of their television commercials.

The other day we succeeded in coaxing one of them into talking about a particular 90-second announcement which was broadcast one night at 8:26 on the CBS Television Network.

Immediately following the broadcast 29,972 people in the audience sat down and wrote to an address in New York City. The postmarks disclosed that each request had been mailed prior to 11 p.m. the same night.

The fuse which touched off this explosion of letter-writing was an announcement offering free samples of Nescafé to anyone who wrote and asked for them. The offer was made by The Nestlé Company on its CBS Television program on the evening of September 19, 1953.

Over a period of eighteen months 15 similar announcements, each taking no more than a minute-and-a-half, yielded a total of 2,163,775 requests from the audience.

More than any words, these statistics speak volumes about the extraordinary impact of television—its power to activate swiftly and simultaneously vast numbers of people—and the economic consequences of this power.

Although conspicuous for its dimensions, the Nestlé story is typical of what happens when an excellent product, effectively presented, receives the exposure of the largest single advertising medium in the world.

CBS TELEVISION

Something you should know about TV in Washington, D.C.

Without changing its current rates, WMAL-TV will boost its power to 252,000 watts this Fall and spark the new ABC-TV programs with the greatest promotion campaign ever conducted by a Washington TV station!

Ask Katz about prime adjacencies for the Fall . . . *at current rates on*

SUPERPOWER

WMAL - TV
Washington, D. C.

Represented by The Katz Agency
The Evening Star TV Station
Affiliated with ABC-Television

the SWING is to...

ABC
and
KMBC-TV

Kansas City's Most Powerful TV Station

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

OPEN MIKE

Tv's Day in Court

EDITOR:

Frank Beatty's story, "The Silent Witness" [B•T, Aug. 29], describes the success of our television demonstration before the American Bar Assn. in vivid and dramatic terms.

In fact, we think it tells the story so well we are arranging to have it reprinted, with your permission, for distribution to our membership and to some 3,000 opinion leaders throughout the country.

We certainly share the gratification expressed in your editorial about the ABA demonstration. It is a tribute to the NARTB Freedom of Information Committee which has been working on this cause so untiringly, and I know it will spur the group on to even greater efforts for the radio and television industry.

Harold E. Fellows, Pres.
NARTB, Washington, D. C.

[EDITOR'S NOTE: Permission granted.]

EDITOR:

I have just read your article ["The Silent Witness," B•T, Aug. 29]. It is a beautiful job. I am particularly grateful to you for following up the demonstrations (of the operation of tv in a courtroom) by getting statements from the lawyers and judges present.

The comments which came to me, too, were equally convincing. While few would commit themselves concerning courtroom television, all agreed that the demonstrations had been done beautifully, without the disturbing lighting, confusion, noise, etc., which they had previously associated with televising. . . .

You are quite right in your conclusion that history was made and you can be happy in knowing that your good reporting contributed substantially to its meaning.

Justin Miller
NARTB Advisor and former President and Board Chairman

EDITOR:

HEARTIEST CONGRATULATIONS ON YOUR LUCID EDITORIAL IN AUG. 29 ISSUE ON COURTROOM TELECASTS AND FRANK BEATTY'S MAGNIFICENT COVERAGE OF TELECASTING ACTIVITIES AT ABA CONVENTION. SUBJECT MATTER OF UTMOST SIGNIFICANCE TO ALL MEDIA. RADIO AND TELEVISION HAVE PARTICULAR AND IMMEDIATE INTEREST WHICH REQUIRES CONTINUOUS ATTENTION OF THE INDUSTRY ON THE THOUGHTFUL MANNER YOU ARE TREATING IT.

Robert D. Swezey, Exec. V. P.
WDSU-AM-TV New Orleans
Chmn., Freedom of Information Committee, NARTB

Between Times

EDITOR:

Your editorial, "Time for Time Changes" [B•T, Aug. 15] was excellent—I hope it produces results.

Daylight time is illegal in Wisconsin and, as you may know, there was lengthy discussion of it in the state legislature this year but to no avail. Rockford, Ill., and Beloit, Wis., are 16 miles apart. Our transmitter is midway between and we have offices in each, but Rockford is on Central Daylight Time and Beloit is on Central Standard Time. You can see why I appreciated your editorial.

I'm afraid my outlook is pessimistic though, because I believe that most small stations, independent or network, will not take an editorial stand on anything really controversial for fear of stepping on someone's toes, no matter how enlightening it would be to the public, how it would ease confusion or how worthy the cause. Since, as your editorial states, the daylight vs. standard controversy is essentially local—

Bob Scholz, News Dir.
WBEL Beloit, Wis.

Telestatus Copies

EDITOR:

We note your offer [B•T, Aug. 1] to supply additional copies of the TELESTATUS section. Will you please supply me with four additional copies of your current TELESTATUS?

James Adshead, Jr., Pub. Rel. Dept.
E. I. Du Pont De Nemours & Co.
Wilmington 98, Del.

[EDITOR'S NOTE: Additional copies of TELESTATUS reports on tv stations, sets, published in first issue of B•T each month, are available on request.]

All Business Is Local

EDITOR:

I was very much interested in the editorial headed "Local Express" in your Aug. 22 issue. It contains the following statement:

"We can't think of a better slogan than one which the newspapers themselves once used, 'All Business Is Local'."

For the past nine years there has not been a piece of promotion material—including this letterhead—that has gone out from the Bureau of Advertising without this slogan. It is also used —with our permission—by quite a number of our member newspapers in their own promotion. . . .

Let me assure you that this is a very active slogan and I am sure that our high-minded friends in the radio business would not want to be guilty of plagiarism.

Harold S. Barnes, Dir.
Bureau of Advertising of the American Newspaper Publishers Assn. Inc.
New York

[EDITOR'S NOTE: B•T had no intention to encourage plagiarism, has no fear any broadcaster would stoop to it, publishes Mr. Barnes' letter as a reminder that the slogan, "All Business Is Local," is still being used by the Bureau of Advertising, ANPA.]

Building Traffic, Chicago Style

EDITOR:

Some months ago you ran an item about the downtown loop campaign on radio (and possibly television) in Chicago [B•T, Apr. 25], which was highly successful in creating more downtown traffic and trade in the loop. I wonder if you could send me a print or two of the issue in which this appeared, or possibly just the article itself.

I need this just as soon as possible for a downtown business meeting of similar vein which we are planning in Monroe.

Jack Ansell, Jr., Dir. of Tv Sales & Prom.
KNOE-AM-TV Monroe, La.

[EDITOR'S NOTE: Tear sheets sent, as requested.]

New Call in Wilmington

EDITOR:

Is WPFH right (instead of WDEL-TV) in Wilmington, Del., on page 55 of the Aug. 1 issue of B•T?

Betty Stuart Smith
J. Walter Thompson Co.
New York

[EDITOR'S NOTE: Yes. WDEL-TV became WPFH (TV) after its purchase by Paul F. Harron.]

Largest Rating Increase

of any station in Philadelphia*

More Local Advertisers

than any station in Philadelphia**

Largest Out-Of-Home Listening

of any station in Philadelphia*

WPEN

*Pulse March-April, 1954
March-April, 1955
**Source B.A.R. Inc.
Represented Nationally by Gill-Perna

The word is that everybody seems to be in a dither about daylight saving time keepin' on so long. All the big folks up in the east, and we are too.

But you can just betcha this . . . there are thousands of folks down here in Middle Georgia that just don't care what New York and all the big city people do about time, not where television is concerned.

Because whatever happens or when, whether their favorite shows come on at 6, 8 or 10, they'll just keep on watching Channel 13 here in Middle Georgia.

Yes sir, they LIKE what they see on WMAZ-TV. All our surveys have shown that. For nearly two years now (we're celebrating our second anniversary this month) WMAZ-TV has been programming what our viewers like and what they look at, almost religiously. And we're gonna keep on doing that, come time change.

So you smart advertisers who need another 102,000 television sets to get your message across ought to see the boys at Avery-Knodel. They'll tell you all about WMAZ-TV and the prosperous Middle Georgia market.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to EDGAR BLOOM STERN

ONE December day seven years ago Edgar B. Stern Jr. looked out over the spreading miles of metropolitan New Orleans and the twisted Mississippi River from the highest point in the Deep South, the top of Hibernia National Bank Bldg. Beside him was a batwing-topped tower and a smallish but highly functional penthouse—so small and so functional that two levels were needed to house $350,000 worth of brand new WDSU-TV television gear and the excited crew that kept it operating.

Young Edgar Stern was realizing the first stage of a dream—a television dream that had developed out in the Gulf of Mexico after World War II as he fished with radar equipment for under-water petroleum reserves. As chief engineer of Offshore Navigation Inc. he was making practical use of the knowledge of electronics physics gained at Harvard (BS, 1943) and in several years in the Signal Corps.

During long weeks spent gazing out over the Gulf Waters, and peering beneath them via radar beeps, he planned ahead for the day when he might humanize the magical electrons to provide a public service for his native New Orleans. Except for the first infant weeks (born in New York, Sept. 1, 1922), he spent his entire civilian life in the Crescent City.

Out of that Gulf venture came geographic knowledge that has played an important part in development of the Tidelands oil reserves. And out of the dreams came an important event in New Orleans history, the Dec. 18, 1949, debut of WDSU-TV. The temporary studios weren't much, but the 31 kw signal surprised everyone by bringing in viewer reports from more than a hundred miles out over the bayous and plantations.

The equipment was tops, Edgar Stern felt, but programming offered even more difficult problems. Kines, films and a room-and-a-half of top-story office space offered minimum facilities for the new station, but plans were buzzing in the orderly mind of the young WDSU-TV president. First he took a major step to strengthen the WDSU-AM-TV organization by bringing in Robert D. Swezey as executive vice president and board member. Mr. Swezey had just resigned as MBS vice president-general manager in a policy dispute.

The new team was operating, a month or so after WDSU-TV had opened, in the Monteleone Hotel quarters that housed WDSU-AM-FM studios. This Stern-Swezey combination soon became one of the industry's best-known management teams.

From the crowded hotel headquarters, right in the heart of the French quarter, Mr. Stern envisioned the day when the WDSU stations could operate from a completely equipped studio and office structure that would combine the authentic flavor of old New Orleans with modern facilities.

This dream culminated in purchase of famed Brulatour Court Bldg., for nearly 150 years a center of art and commerce. The staff moved into this historic landmark and work was started on a set of studios that surrounded a balcony-flanked courtyard with subtropical vegetation, one of the nation's best examples of locally colored commercial enterprise. The plant reflects the traditions of the Stern family, which long has been a leading element in New Orleans business, social and cultural life. The elder Stern has been a trustee of Julius Rosenwald Fund (Mrs. Stern is the former Edith Rosenwald); director of Sears Roebuck & Co., and many other organizations.

More recently WDSU-TV has completed an enormous tv studio devoted exclusively to color telecasting. Here Mr. Stern's technical background is apparent in the extensive color experiments and programming, just as it is reflected in the special equipment he has developed personally and the contributions of the technical staff. He was among the first to see the need for central tv engineering control and separation of engineers' and directors' controls.

WDSU's president was educated at Metairie Park Country Day School, New Orleans; Hotchkiss School, Lakeville, Conn., and Harvard. He entered the Signal Corps right after graduation in June 1943, was commissioned a second lieutenant the next January and two years later was promoted to first lieutenant. After discharge in late 1946, he joined Offshore Navigation. Purchase of WDSU was negotiated in autumn of 1948.

Mr. Stern married the former Pauline Stewart in 1947. They have three children—Sandra, 6; Eric Allan, 5 and Monte Maurice, 3.

The civic activities in which Mr. Stern is a leading figure include United Fund for Greater New Orleans, past president, treasurer and board member; St. Mary's Dominican College, Lay Advisory Council; chairman, Prospect Selection & Evaluation Committee, Convent of the Good Shepherd Building Fund Campaign. He is a member of the boards of International Trade Mart, Urban League of Greater New Orleans, Council of Social Agencies, and past member of the boards of International House and New Orleans Philharmonic Symphony Society. He is a member of Chamber of Commerce committees.

Currently Mr. Stern is president of the Louisiana Assn. of Broadcasters and he has been active in the association since his entry into broadcasting. His hobbies include tennis and barbecuing.

NOW ON THE AIR

THE ONLY TELEVISION STATION
IN THE HEART OF EAST TEXAS'
RICH PINE BELT
SERVING 300,000 FOLKS
IN 21 THRIVING COUNTIES

KTRE-TV

LUFKIN, TEXAS

RICHMAN LEWIN
VICE PRESIDENT & GENERAL MANAGER
N B C PROGRAMS LIVE
(via Microwave from KPRC-TV, Houston)
"Over 35 Hours of Live Network Programming Weekly"
LOCALLY PRODUCED PROGRAMS

CHANNEL 9
26,000 WATTS

AFFILIATED WITH KTRE RADIO
"Serving 300,000 people in the lumber rich Lufkin-Nacogdoches area!"

"LUM BURR"

Represented nationally by Venard, Rintoul & McConnell, Inc. with offices in New York, Chicago, San Francisco, Los Angeles and Boston. Represented in the Southwest by The Clyde Melville Company of Dallas.

CHANNEL 5
MOBILE, ALA.
COMPLETED and TESTED
WKRG-TV
MAXIMUM POWER - 100% EXPERIENCED PERSONNEL
ON THE AIR
CBS TELEVISION
Avery Knodel Rep.

HILDRED SANDERS

on all accounts

USED to dealing in hard fact and the specific, Hildred Sanders, vice president in charge of radio and television for Dan B. Miner Co., Los Angeles, allows one generality in her working world: "Both radio and television can do a terrific job for the advertiser on their own, but together they can do an even better job."

It's a generality for which she can offer specific proof. Annual radio-tv billings in the amount of $2.5 million—still growing.

With Miner since 1948, Miss Sanders now supervises the radio-tv campaigns for national accounts like Bu-Tay Products, Kerr Glass and Interstate Bakeries and state and regional accounts such as Luer Packing Co., Thrifty Drug Stores, Santa Fe Wines and Buick Dealers Assn. of Los Angeles.

One product she handles is starting its second radio year this fall with a campaign in 197 NBC stations. It is Nutrilite food supplement, distributed by Mytinger & Casselberg.

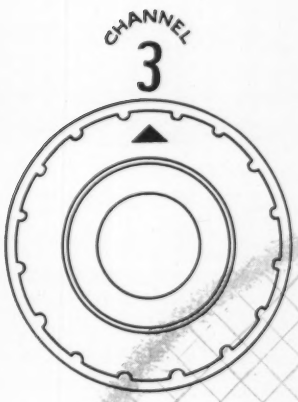
Miss Sanders is a native of Benton, a small town in southern Illinois, and attended the U. of Illinois, majoring in advertising and selling. "Let's not be specific about my age, however," she says. "I've lied about it so much I don't recall just what it is any more."

From 1936-38 Miss Sanders sold space and time for the *Champaign,* (Ill.) *News-Gazette* and its radio station, WDWS there. She also served WDWS as continuity editor. In 1939 she moved on to H. W. Kastor & Sons Adv., Chicago, as copywriter on Procter & Gamble, Welch and various pharmaceutical accounts.

The following year her copywriting talents were employed by the former Mitchell Faust Adv. Co., Chicago, where she became radio copy chief in 1942. The next year she was promoted to associate radio director and in 1945 was elected vice president in charge of radio, the first woman to be so chosen at the time, she recalls.

In 1947 Miss Sanders left Mitchell Faust for Dancer-Fitzgerald-Sample, Chicago, as copy supervisor on various General Mills lines and claims credit for handling that advertiser's first television premium offer in that market. The next year marked her move to Dan B. Miner Co. as radio-tv director and in 1948 she was elected a director and vice president of the west coast agency. Miner's radio-tv billing has increased 1,500% since she took over, a Sanders' specific shows.

In personal life, Miss Sanders is Mrs. Fred Levings. Mr. Levings is a radio-tv producer and director. They have been married 15 years and have one daughter, Sandy, 13. Add to this family group three dogs and a horse, place them in a North Hollywood home with swimming pool, and the portrait is complete.



WHERE ELSE IN THE CAROLINAS?

SUCH DEVOTED DIALS

CHANNEL 3

The first television station in an area gets the viewers. The best television station holds them.

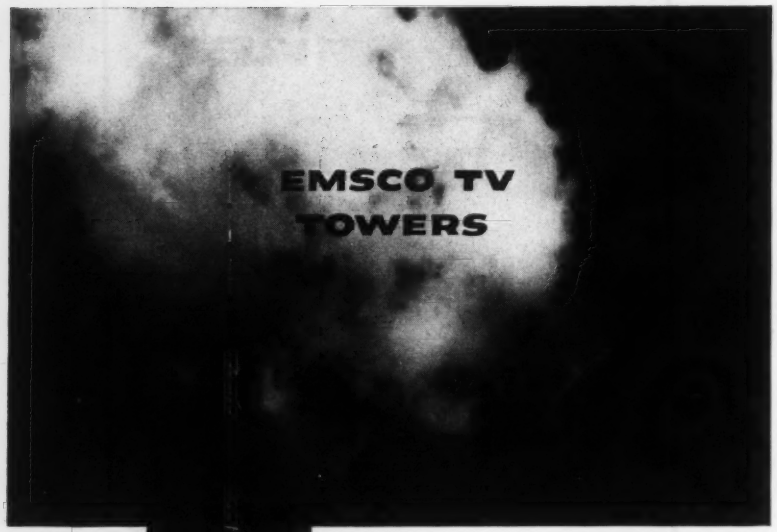
WBTV brought television to the Carolinas in July, 1949 and for more than four years telecast the only VHF signal available to more than 2½ million Carolinians. Unspoiled by its single station status, WBTV programmed, promoted, catered to its captive audience as if beset by competition.

The pay-off is poetic. Subsidiary signals make little progress in WBTV's domain. Witness a current and authoritative survey* which reveals that among a half million people to whom a second signal is available, 96.3% name WBTV first choice.

*Bevan Study—1955. Write or call WBTV for summary.

WBTV CHARLOTTE
Channel 3 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY



designed to include the features you want

You can get a TV Tower designed specifically to meet your requirements ... Emsco "Towers of Strength" are custom engineered for height, weight loads and weather conditions.

The advanced design and superior structural features of Emsco TV Towers assure greater strength and dependability. Bolted construction permits quick, sure visual inspection. Hot Dip Galvanizing reduces maintenance costs ... insures long structural life. Rigid RETMA or AISC standards are met.

Emsco TV Towers have a unique beam leg section*. This inherent geometric pattern affords a substantial saving in weight ... a relative increase in strength ... a reduction in foundation costs.

For guyed or self-supporting towers unequalled for safety ... structural rigidity ... and economy, specify Emsco. Prompt delivery assured.

* *Patent Pending*

Typical Emsco guyed TV tower, Houston, Texas

EMSCO
TOWERS OF STRENGTH
EMSCO MANUFACTURING COMPANY
Garland, Tex. LOS ANGELES, CALIF. Houston, Tex.
General Sales Offices: Dallas, Texas

E-215-55

IN PUBLIC INTEREST

WGN Airs Safe-Driving Briefs

AN UNUSUAL approach for delivering safe-driving messages to the youth of Chicago has been devised by WGN. Via its *Bandstand Matinee* program, the station has been airing weekly briefs on all phases of safe-driving practices, safety devices, and the handling of a car. The campaign was launched last month in cooperation with the Illinois Secretary of State, the National Safety Council, the Chicago Motor Club, and the Chicago Auto Trade Assn.

RTRA Forwards $140,639.70

RTRA Charities Inc., Hollywood fund-raising organization for radio, television, recording and advertising industries and their allied fields, forwarded checks last week totaling $140,639.70 to its eight beneficiaries.

RTRA President Thomas C. McCray handed a check for $87,639.70 to the Los Angeles Community Chest, representing 164 agencies. Other checks went to the American Red Cross of Los Angeles, City of Hope, American Cancer Society of Los Angeles, Sister Kenny Foundation, Los Angeles County Heart Association, United Cerebral Palsy of Los Angeles County and YMCA of Los Angeles. The 1955-56 goal has been set for $225,000.

Softball for Charity

WADC, WCUE, WAKR-TV, and WHKK Akron, Ohio diverted some of their personnel's talent from broadcasting to softball last week when the radio-press squared off against the public officials in Akron's 7th Annual Benefit Ball Game. The yearly game went before the public at Akron's Firestone Stadium, and fans paid the $1.00 admission for charity. This year the proceeds from the game went to the city's Rehabilitation Center's special equipment fund.

WOW-TV Holds Blood Drive

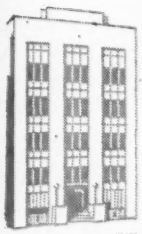
WOW-TV Omaha observed its sixth anniversary Aug. 26 and 27 by turning its studios into an eight-bed "Blood Donor" center and raising 438 pints of blood for the Red Cross. At the project's windup, the Red Cross presented the station with a special plaque of appreciation.

100 Answer Radio Blood Appeal

IN Cleveland last week, more than 100 donors responded to a WTAM and WNBK (TV) appeal for rare RH-negative "O" type blood.

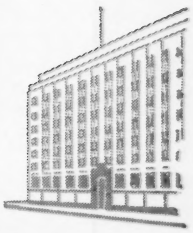
Radio vs. Jets

IMMEDIACY of radio and its ability to meet public emergencies quickly is being demonstrated in Los Angeles suburbs where public wrath over destructive sonic booms by jet aircraft is mounting daily. San Fernando Valley police, plagued by flooded telephone switchboards every time some jet cracks the sonic barrier, are using all means to implore citizens to listen to their radios for factual information instead of jamming phones.



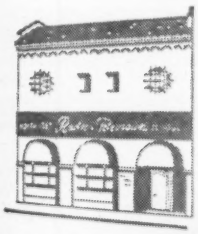
WASHINGTON, D. C.

CHICAGO



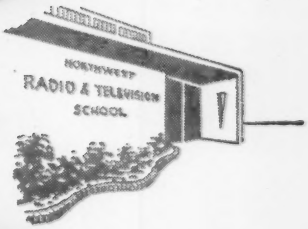
MEMORANDUM TO STATION RECEPTIONISTS

We know you are very busy — greeting visitors, making appointments, handling the switchboard, and frequently typing on the side. We don't want to add to your burdens; but we believe you'd be helping the industry of which you are a part if you'd keep in mind the Northwest Radio & Television School.

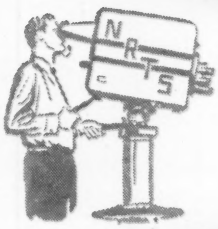


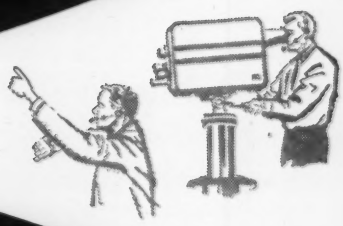
HOLLYWOOD

PORTLAND



This is a school which trains people for broadcasting: writers, technicians, cameramen, announcers, traffic managers, etc. Probably you get all sorts of questions from the general public. No doubt one of them is: "I'd like to get into broadcasting. Where can I get some training?" Here's an easy answer — and you can depend upon it, a good one — "Write to the Northwest Radio and Television School." We have resident schools in the four locations listed below:





1221 N. W. 21ST AVENUE
PORTLAND, ORE.

1440 HIGHLAND
HOLLYWOOD, CALIF.

540 N. MICHIGAN AVE.
CHICAGO, ILL.

1627 K STREET, N. W.
WASHINGTON, D. C.

We'll be grateful for the service—and we believe, in turn, you'll be helping in the overall objective of creating a pool of talent to fill the needs of the broadcasting industry.

NORTHWEST RADIO & TELEVISION SCHOOL

NOW—NIGHTTIME PROGRAMMING IN THE DAYTIME

"My Little Margie!"

5 days a week at 1:00 p.m. on WPTZ. Now available for local sponsorship . . . first time in any market.

Terrific ratings at low cost! Look where MARGIE is scheduled! Every day, 1:00-1:30 p.m., Monday thru Friday, when WPTZ *out-rates the combined ratings* of the competition, month after month! This is the same time period in which Hollywood Playhouse gained the rating of the lowest cost-per-thousand feature film program in America.

Fit a show like "My Little Margie"—which has maintained average national ratings of 30.4 over the past three years—into such a top-notch time period, and you have the most outstanding combination of audience-getting elements since WPTZ's FUN HOUSE.

Another WPTZ first: "Nighttime programming in the Daytime!" "My Little Margie" joins the long line of successful sales producers presented by WPTZ, such as: "Let Scott Do It," "Hollywood Playhouse," "Fun House," "Award Theatre," "Frontier Playhouse" and "Academy Theatre."

Four one-minute commercials will be accepted per half hour. The show is already 45% sold out, so let Alexander W. Dannenbaum, Jr., WPTZ Sales Manager, tell you about Margie right away! Call him at LOcust 4-5500, or Eldon Campbell, WBC National Sales Manager, at MUrray Hill 7-0808, New York.

WPTZ CHANNEL 3 • FIRST IN TELEVISION IN PHILADELPHIA

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

BROADCASTING TELECASTING

September 5, 1955 Vol. 49, No. 10

ADVANCE TV NETWORK SALES HERALD MEDIUM'S BEST YEAR

- **Nighttime business promises all-time high**
- **Network competition leaves DuMont behind**
- **But takes in ABC-TV as a power to be reckoned with**
- **Bigger station lineups mean more money, coverage**
- **Spot, too, looks good—maybe 30% ahead of last year**

ON THE EVE of the fall season, the tv networks, already setting a torrid pace in billings, programs and station lineups, show evidence of reaching even greater heights in all three.

More national advertiser money also will channel into spot tv, perhaps as much as 30% more than last season. Local business can be expected to be up, too.

By conservative estimate, the fall will find tv grossing nearly $80 million a month in time sales (figured at the one-time rate before deductions of commissions). A year ago, B•T estimated gross sales for the fall of 1954 would run $60 million a month.

B•T's annual preview of the forthcoming season finds:

• Impressive advance sales of network tv time.

• Daytime business at the networks near the level of a year ago and nighttime network tv sponsorship destined to reach an all-time high.

• A new network business picture: three tv networks vying for ratings, billings and nighttime strength; DuMont Television Network completely out of the national competition; ABC-TV showing its first sign (via program hours) of batting in the tv majors.

• Bigger station lineups that will mean additional advertiser spending and more coverage.

• Star-studded and competitive programming surpassing previous years; more color, new and more selling concepts.

Top sales executives of the three networks reflect the optimism, aggressiveness and new maturity of the telecasting industry. In statements to B•T (see page 32), all agreed that top programs plus advertisers plus bigger station coverage point to a big year in network tv.

Slocum Chapin, vice president in charge of network sales at ABC-TV, summarized his network's rise this way: "With a bow to our hustling competitors, we can now make the simple statement that the day of two network dominance is past. Today it's a three-way race which is going to get even closer."

Said George H. Frey, NBC vice president in charge of television network sales: "Advertisers are planning their television campaigns much farther in advance than formerly, reflecting not only the increased competition for prime time periods, but also the maturity of the medium and the increasingly important part it is taking in overall advertising budgets."

William H. Hylan, CBS-TV vice president in charge of network sales, predicted that tv "will continue to increase its share of the total advertising dollar this year as well as in future years."

The three networks—ABC, CBS and NBC—together are outselling their records of last August by some 6%. Individually, the three are strong.

ABC-TV already reports more weekly commercial hours signed for October than it programmed that month last year. Its daytime position, weakened somewhat by sponsorship loss of two of its Saturday shows (*Smilin' Ed McConnell* and *Space Patrol*) and of one-half of its *Super Circus* hour-long show, in addition to *Breakfast Club*, indicates an overall drop despite the addition of its new *Mickey Mouse Club*. NCAA football this year went to NBC-TV.

Nevertheless, ABC-TV has offset its temporary daytime decline by increasing its anticipated nighttime commercial hours by at least 10% over last October. Actually, the percentage will go higher because such sponsorships as Admiral Corp.'s *Life Is Worth Living* were reported too late to be included in the table.

CBS-TV, maintaining its advance selling schedule in the daytime hours despite some hours of time still on the block, has passed its nighttime mark of last October by an average 45 minutes commercial time per week.

The network still had outstanding and available seven quarter-hour periods of its daytime *Robert Q. Lewis;* 2½ hours of its afternoon *Jack Parr Show;* some of its *Garry Moore Show; Bob Crosby Show*, and all of its *Morning Show*. As late sales come in, the network can very well hit a mark in its daytime selling far above last October.

NBC-TV slid somewhat in its daytime totals. But late sales pushes for such shows as its new *Matinee* should overcome and pass this variance. Since the Aug. 15 cutoff for the tables on pages 28-32, NBC-TV has sold 1½ hours of its *Matinee* (one hour and 15 minutes to Procter & Gamble and 15 minutes to Motorola).

The network's greatest advance strength was displayed in night hours where NBC-TV jumped to an all-time nighttime high for any network: 29 hours, 25 minutes of average time per week for next October, more than it programmed last October and nearly four hours above what it had sold in August of last year.

Placing these totals and gains by the network in still another light is the fact that for the first time, B•T has eliminated from the figures all network purchases by sponsors wherein the total stations are less than 20. Although the breakdown attempts to be inclusive in its listings and totals, also missing are one-time shots, such as the World Series.

This also precludes regional buys of 20 stations or less from being recorded in the tables' columns as well as one-shots already slated to be programmed in October (for example, NBC-TV's *1976*, sponsored by American Petroleum Institute).

DuMont's fall business is not reported in the tables. By the middle of this month, DuMont will be down to one network program *Monday-Night Boxing*, a co-op feature. No known effort is being made to secure new network programs or network sponsors [B•T, Aug. 29, 15].

Spot tv, according to Lawrence Webb, managing director of Station Representatives Assn., will continue unabated this season largely because of new advertisers coming into tv for the first time (see page 32).

MONEY IN THE BANK

Tv Network Time Sales for Fall

Network	Average Hours of Network Commercials Per Week		
	On Air in Oct. '54*	Sold as of Aug. 15, '54	Sold as of Aug. 15, '55*
DAYTIME			
ABC	5:17	2:45	4:15
CBS	39:08¾	36:44½	36:07½
DuM**	1:50	0:45	—**
NBC	19:59½	18:25	17:15
Totals	66:15¼	58:39½	57:37½
EVENING			
ABC	14:00	13:00	15:45
CBS	26:00	25:45	26:45
DuM**	3:40	7:50	—**
NBC	28:48	25:31	29:25
Totals	72:28	72:06	71:55
TOTALS			
ABC	19:17	15:45	20:00
CBS	65:08¾	62:29½	62:52½
DuM**	5:30	8:35	—**
NBC	48:47½	43:56	46:40
Totals	138:43¼	130:45½	129:32½

* Average hours of network commercials per week reported as of October 1954 and as sold in August 1955 have been adjusted to reflect deletion of network buys of less than 20 stations. Since August 1954 (sold as of that date) figures are not so modified, the above columns will show a weighted comparison in favor of August 1954 as against August 1955 or October 1954. This is true particularly in the DuMont listing and to a lesser extent in other network totals.

** DuMont was not reporting as a "network" for the '55 season.

FOR COMPLETE NETWORK SALES SEE TABLES PAGES 28-32

THE WHO, WHAT, WHERE AND HOW MUCH OF NETWORK SALES

Advertiser / Program	Gross Time Charges Oct. '54	Network	Stations Oct. 1954	Stations Oct. 1955	Average Hours Per Week* 1954	Average Hours Per Week* 1955
Aluminium Ltd.						
Omnibus	$ 60,774	CBS	63	n	d0:22½	d0:22½
Aluminum Co. of America						
See It Now	110,238	CBS	53		0:30	
Home	48,750	NBC	46	96	d0:24	d0:12
Television Playhouse		NBC		103		0:30
Amana Society						
NCAA Football	97,015	ABC	81		d0:24	
You'll Never Get Rich		CBS		n		0:15
Collegiate Football		CBS		n		1:00
American Character Doll Co.						
Pinky Lee		NBC		n		d0:06
American Chicle Co.						
Rocky King	86,585	DuM	84		0:15	
Caesar's Hour	68,042	NBC	78	82	0:20	0:15
Zoo Parade		NBC				d0:15
American Dairy Assn.						
Bob Crosby Show	43,746	CBS	66		d0:30	
Disneyland		ABC		170		0:15
Lone Ranger		ABC		73		0:15
American Home Products Corp.						
Sports Showcase	35,875	DuM	34		0:15	
CBS News	96,000	CBS	75		0:15	
Love of Life	239,511	CBS	104	115	d1:15	d1:15
Name That Tune	73,140	CBS	99	n	0:15	0:30
The Secret Storm	151,792	CBS	80	115	d1:00	d1:15
Today	9,780	NBC	29		d0:06¼	
Douglas Edwards News		CBS		n		0:15
Arthur Godfrey Time		CBS		n		d0:15
Wanted		CBS		n		0:15
American Marietta Co.						
Meet Millie	65,304	CBS	85		0:15	
American Motors Corp.						
Danger	64,494	CBS	57		0:15	
Disneyland	39,444	ABC	125	179	0:30	0:30
American Safety Razor Corp.						
Walter Winchell	27,925	ABC	30		0:07½	
American Tobacco Co.						
Make Room For Daddy	70,305	ABC	106	120	0:15	0:15
Private Secretary / Jack Benny	216,840	CBS	146	173	0:30	0:15
		CBS		173		0:15
Your Hit Parade	142,476	NBC	155	149	0:15	0:15
Robert Montgomery Presents	141,115	NBC	100		0:30	
CBS News	168,464	CBS	70		0:30	
Big Story	77,220	NBC	82	91	0:15	0:15
The M-G-M Parade		ABC		n		0:15
Douglas Edwards News		CBS		n		0:30
American Viscose Corp.						
Home		NBC		96		d0:07
Armour & Co.						
George Goebel Show	83,490	NBC	83	150	0:15	0:11
Mickey Mouse Club		ABC		86		d0:15
Armstrong Cork Co.						
Circle Theatre	137,040	NBC	65	69	0:30	0:30
Atlantic Refining Co.						
Pro Football	128,914	DuM	105		d0:40 / 0:40	
Atlantis Sales Co.						
Today	20,720	NBC	50		d0:07¾	
Pinky Lee		NBC		n		d0:12
Howdy Doody		NBC		n		d0:27
Anheuser-Busch Inc.						
Damon Runyon Theatre		CBS		88		0:22½
Avco Mfg. Corp.						
Home	31,343	NBC	53		d0:15	
CBS News	98,343	CBS	82		0:15	
NCAA Football		NBC		n		d0:30
Bayuk Cigars Inc.						
Saturday Night Fights	78,710	ABC	26		0:45	
Beech-Nut Packing Co.						
Dr. Spoch		NBC		n		d0:07
Beltone Hearing Aid Co.						
Today		NBC		89		d0:04
Best Foods Inc.						
Garry Moore Show	36,380	CBS	73		d0:15	
Robert Q. Lewis	33,462	CBS	72		d0:15	
You Asked For It		ABC		50		0:30
Hazel Bishop Inc.						
This Is Your Life	79,137	NBC	95	94	0:15	0:15
Martha Raye Show	80,795	NBC	136		0:15	
Max Liebman Presents	56,900	NBC	92		0:11	
Bissell Carpet Sweeper Co.						
Home		NBC		96		d0:17
Block Drug Co.						
Danger	66,624	CBS	59		0:15	
Borden Co.						
Justice	123,468	NBC	59		0:30	
Garry Moore Show	54,425	CBS	54		d0:15	
The People's Choice		NBC		83		0:30
Way of the World		NBC		50		d0:45
Brillo Mfg. Co.						
So You Want To Lead A Band	75,450	ABC	36		0:30	
Star Tonight		ABC		44		0:30
Bristol-Myers Co.						
Arthur Godfrey Time	19,848	CBS	47	52	d0:30	d0:30
Man Behind The Badge / Ce'este Holm Show	139,608	CBS	77		0:30	
Mickey Mouse Club		ABC		86		d0:15
Garry Moore Show		CBS		67		d0:15
Alfred Hitchcock Presents		CBS		78		0:30
Four-Star Playhouse		CBS		94		0:15
Brown Shoe Co.						
Smilin' Ed McConnell	63,878	ABC	42		d0:30	
Brown & Williamson Tobacco Co.						
The Lineup	227,985	CBS	129	138	0:30	0:15
Penny To A Million		ABC		57		0:15
Robert Q. Lewis		CBS		48		d0:07½
Louella Parsons Show		NBC		n		0:15
E. L. Bruce Co.						
Today		NBC		89		d0:15
California Packing Corp.						
Tonight		NBC		41		0:05
Home		NBC		96		d0:05
Today		NBC		89		d0:07
Cameo Curtains Inc.						
Home	7,638	NBC	43		d0:03¾	
Camfield Mfg. Co.						
Tonight		NBC		41		0:02
Campbell Soup Co.						
Lassie	162,945	CBS	58	62	0:30	0:30
Dear Phoebe	176,694	NBC	70		0:30	
Abbott & Costello	75,030	CBS	52		d0:30	
Howdy Doody	63,312	NBC	53		d0:15	
Mickey Mouse Club		ABC		86		d0:15
Star Stage		NBC		61		0:15
Pinky Lee		NBC		n		d0:18
Carnation Co.						
Burns & Allen	86,214	CBS	126	142	0:15	0:15
Mickey Mouse Club		ABC		86		d0:15
Bob Crosby Show		CBS		n		d0:07½
Carter Products Inc.						
Name That Tune	55,974	CBS	66		0:15	
Meet Millie	70,134	CBS	91		0:15	
Joe & Mabel		CBS		101		0:15
Chrysler Corp.						
Climax & Shower of Stars	266,700	CBS	89	122	1:00	1:00
It's A Great Life	151,974	NBC	105	128	0:30	0:30
That's My Boy	209,130	CBS	136		0:30	
You Bet Your Life	192,390	NBC	141	149	0:30	0:30
Break The Bank	175,350	ABC	165	179	0:30	0:30
Make Room For Daddy	73,095	ABC	105	118	0:15	0:15
Lawrence Welk Show		ABC				1:00
News Caravan		NBC		80		0:30
Chun King Sales Inc.						
Garry Moore Show	25,370	CBS	69	66	d0:07½	d0:07½
Chunky Chocolate Co.						
Super Circus		ABC		n		d0:15
Ciba Pharmaceutical Products Inc.						
Medical Horizons		ABC		n		0:30
Coca-Cola Co.						
Coke Time	253,910	NBC	99	94	0:30	0:30
Colgate-Palmolive Co.						
Howdy Doody	72,223	NBC	60	64	d0:15	d0:15
Howdy Doody	67,700	NBC	58		d0:15	
Feather Your Nest	76,667	NBC	72	81	d1:00	d0:37
Strike It Rich	345,725	CBS	74	85	d2:30	d2:30
Strike It Rich	166,158	CBS	112		0:30	
Comedy Hour (now Variety Hour)	316,220	NBC	129	104	1:00	0:45
Scoreboard	25,900	ABC	89		d0:05	
Modern Romance	95,876	NBC	87	91	d1:00	d0:45
The Big Payoff	228,709	CBS	79	88	d1:30	d2:30
The Millionaire		CBS		126		0:30
Comstock Canning Corp.						
Garry Moore Show	22,583	CBS	56		d0:07½	
Consolidated Cosmetics Inc.						
They Stand Accused	164,372	DuM	75		1:00	
Robert Q. Lewis		CBS		n		d0:15
Continental Baking Co.						
Howdy Doody	76,410	NBC	50	56	d0:30	d0:30
Converted Rice Inc.						
Garry Moore Show	60,315	CBS	81	n	d0:15	d0:07½
Corn Products Refining Co.						
Arthur Godfrey Time		CBS		54		d0:15
Robert Q. Lewis		CBS		80		d0:15
Corning Glass Works						
Home	3,857	NBC	43		d0:07½	
Crane Co.						
Morning Show-Pacific Panorama	12,824	CBS	56		d0:05	
Culligan Inc.						
Home		NBC		96		d0:05
Helene Curtis Industries Inc.						
Robert Q. Lewis	46,140	CBS	60		d0:15	
Tonight	20,188	NBC	37		0:13	
Curtis Publishing Co.						
Home	15,780	NBC	38		d0:09	
Today	18,715	NBC	48		d0:08½	
Tonight	3,300	NBC	20		0:03½	
Daystrom Furniture Corp.						
Home		NBC		96		d0:08

* Where advertisers bought or are buying participations, hours per week represents the average based on total sponsorship in October. Same applies for once-a-month specials or spectaculars.

Symbols: n—incomplete lineups; v—various stations; d—daytime.

Advertiser / Program	Gross Time Charges Oct. '54	Net-work	Stations Oct. 1954	Stations Oct. 1955	Average Hours Per Week* 1954	Average Hours Per Week* 1955
Baby Foods Inc.						
Disneyland		ABC		179		0:15
Diamond Crystal Salt Co.						
Today	7,431	NBC	29		d0:04½	
Dietkin Products Inc.						
Robert Q. Lewis	48,935	CBS	45		d0:15	
Dumeyer Corp.						
Perry Como Show		NBC		n		0:15
Dow Chemical Co.						
Home	40,194	NBC	43	96	d0:20½	d0:07
Today	121,634	NBC	51		d0:50	
Today	32,280	NBC	50		d0:12½	
Medic	122,895	NBC	84	85	0:22½	0:22
Tonight	11,424	NBC	37		0:07½	
Arthur Godfrey Time		CBS		59		d0:15
Football Scoreboard		NBC		n		d0:15
E. I. duPont de Nemours						
Cavalcade Theatre	56,592	ABC	26	n	0:15	0:30
Home	28,336	NBC	43		d0:15	
Eastman Kodak Co.						
Screen Directors Playhouse		NBC		68		0:30
Economics Labs						
Garry Moore Show	54,275	CBS	60		d0:15	
Electric Cos. Advertising Program						
You Are There	74,430	CBS	107	111	0:15	0:15
Elgin National Watch Co.						
Tv Hour	106,950	ABC	100		0:30	
Person to Person		CBS		85		0:15
Emerson Drug Co.						
Chance of a Lifetime		ABC		n		0:15
Englander Co.						
Bob Crosby Show	20,008	CBS	51		d0:15	
Exquisite Form Brassiere Inc.						
Stop the Music	52,602	ABC	75		0:15	
Faith for Today Inc.						
Faith for Today		ABC		21		d0:30
Firestone Tire & Rubber Co.						
Voice of Firestone	101,919	ABC	76	85	0:30	0:30
Florida Citrus Commission						
Twenty Questions	77,805	ABC	46		0:30	
Today	18,675	NBC	48		d0:07¾	
Ford Motor Co.						
Ford Theatre	138,896	NBC	142	156	0:30	0:30
Producer's Showcase	55,196	NBC	77	81	0:11¼	0:11
Toast of the Town	373,350	CBS	145	167	1:00	1:00
Ford Star Jubilee		CBS		n		0:22½
Fawley Corp.						
Trouble with Father	31,084	ABC	47		0:15	
People Are Funny	139,167	NBC	132	147	0:15	0:11
General Cigar Co.						
Sports Spot	45,400	CBS	39		0:15	
NCAA Football		NBC		n		d0:30
General Dynamics Corp.						
Youth Wants to Know		NBC		25		d0:15
General Electric Co.						
GE Theatre	164,505	CBS	118	147	0:30	0:30
I Married Joan	169,332	NBC	109		0:30	
Jane Froman Show	65,784	CBS	52		0:15	
Meet Mr. McNulty	89,776	CBS	57		0:30	
Today	37,035	NBC	51		d0:15½	
Adventures of Ozzie & Harriet	47,415	ABC	50	n	0:15	0:15
Today	48,412	NBC	48	89	d0:20	d0:05
Warner Bros. Presents		ABC		n		0:15
20th Century Fox Hour		CBS		102		0:30
General Foods Corp.						
Portia Faces Life	166,884	CBS	51		d1:15	
Masquerade Party	178,020	CBS	152		0:30	
Bob Crosby Show	7,788	CBS	68		d0:15	
Mama	158,625	CBS	57	73	0:30	0:30
Bob Hope Show	75,945	NBC	127		1:00	
Roy Rogers	198,405	NBC	79	111	0:30	0:30
Our Miss Brooks	128,232	CBS	66	89	0:30	0:30
I Love Lucy		CBS		165		0:15
December Bride		CBS		177		0:30
Johnny Carson Show		CBS		76		0:15
Tony Martin Show		NBC		n		0:15
Pinky Lee		NBC		n		d0:06
Fury		NBC		n		d0:30
General Mills Inc.						
Valiant Lady	99,766	CBS	78	88	d0:45	d0:45
Stu Erwin Show	31,204	ABC	47		0:30	
Lone Ranger	64,463	CBS	40	42	d0:30	d0:30
Ding Dong School	54,450	NBC	54		d0:30	
Bob Crosby Show	94,447	CBS	72	76	d0:15	d0:45
Captain Midnight	29,550	CBS	46		d0:15	
Robert Q. Lewis Show	57,444	CBS	50		d0:30	
Willy	47,490	CBS	64		0:30	
Barker Bills Cartoons	79,063	CBS	79	78	d0:30	d0:15
Lone Ranger	118,260	ABC	72	73	0:30	0:15
Wyatt Earp		ABC				0:15
Mickey Mouse Club		ABC				d1:30
Garry Moore Show		CBS		89		d0:15
Tales of Texas Rangers		CBS		n		d0:30
General Motors Corp.						
Buick-Berle Show	159,980	NBC	155		1:00	
Big Town	31,620	NBC	76	66	0:15	0:15
Today	21,440	NBC	50		d0:07¾	
Tonight	14 420	NBC	37		0:09	
Treasury Men in Action	93,069	ABC	76	116	0:30	0:30
Dinah Shore Show	210,368	NBC	92	71	0:30	0:30
Max Liebman Presents	108,825	NBC	92	108	0:22½	0:23
Red Buttons-Jack Carson Show	200,985	NBC	97		0:30	
Arthur Godfrey Time	76,847	CBS	48	63	d0:30	d0:30
Godfrey & Friends	82,506	CBS	112		0:15	
The Honeymooners		CBS		n		0:30
My Favorite Husband		CBS		n		0:30
Chevie Show		NBC		n		1:20
Pontiac Hour		NBC		n		0:30
General Time Corp.						
Tonight	11,340	NBC	37	41	0:07½	0:05
Gerber Products Co.						
Ding Dong School	50,155	NBC	74		d0:15	
Bob Crosby Show		CBS		70		d0:07½
Gillette Co.						
Tony Martin Show	101,160	NBC	72		0:15	
Cavalcade of Sports	231,783	NBC	136	132	0:30	0:45
Valiant Lady	58,784	CBS	65	69	d0:30	d0:15
Place the Face	174,966	NBC	113		0:30	
Garry Moore Show	16,849	CBS	58	68	d0:07½	d0:07½
People Are Funny	87,408	NBC	122	146	0:15	0:11
Bob Crosby Show	30,496	CBS	55	68	d0:15	d0:15
Godfrey & Friends	183,114	CBS	141	154	0:15	0:30
Arthur Godfrey Time	48,819	CBS	52		d0:30	
Arthur Godfrey Talent Scouts		CBS		97		0:15
Louella Parsons Show		NBC		n		0:15
Glamorene Inc.						
Tonight		NBC		41		0:03
The Glidden Co.						
Home	22,239	NBC	46		d0:11¼	
Today		NBC		89		d0:04
Gold Seal Co.						
Jo Stafford Show	97,272	CBS	86		0:15	
Perry Como Show		NBC		n		0:15
B. F. Goodrich Co.						
Burns & Allen	81,924	CBS	113	131	0:15	0:15
Goodyear Tire & Rubber Co.						
Television Playhouse	71,235	NBC	104	103	0:30	0:30
Green Giant Co.						
Mickey Rooney Show	64,500	NBC	46		0:30	
Griffin Mfg. Co.						
Imogene Coca Show	25,240	NBC	77		0:07½	
Grocery Store Products Co.						
Today	16,904	NBC	50		d0:06¼	
Grove Labs Inc.						
Today	8,265	NBC	51	89	d0:03	d0:19
	51,456	NBC	50		d0:18¾	
Gruen Watch Co.						
Walter Winchell	24,400	ABC	28		0:07½	
Gulf Oil Corp.						
Life of Riley	174,225	NBC	110	114	0:30	0:30

WHO'LL BE KINGPINS OF RATINGS THIS SEASON?

THE ANNUAL JOUST for coveted top program ratings—often the measure of a sponsor's love or disaffection—is under way. Perennial leaders face their most formidable opposition from new talent and shows, many slotted by rival networks in opposite time periods that could undermine the audience loyalty of these past leaders. Pressure will be heavy on consistent front runners such as Jackie Gleason, Ed Sullivan and Groucho Marx as it will be on sophomores George Gobel and Walt Disney. Returning also are Milton Berle and *Lucy*, who at one time monopolized top ratings with monotonous regularity. In tv the climb and decline is equally sudden.

Comedy, drama and variety have alternately ruled the roost in the past. But the emergence of such spectacular giveaways as *The $64,000 Question* and *The Big Surprise* indicates another strong contender will be seeking top honors.

Advertiser / Program	Gross Time Charges Oct. '54	Network	Stations Oct. 1954	Stations Oct. 1955	Average Hours Per Week* 1954	Average Hours Per Week* 1955
Hagan Corp.						
Today		NBC		89		d0:04
Hallmark Cards Inc.						
Hall of Fame	165,858	NBC	50		d1:00	
Maurice Evans Presents		NBC		n		d0:22
Theo. Hamm Brewing Co.						
Person to Person	22,284	CBS	28	33	0:07½	0:15
Hartz Mountain Products						
Capt. Hartz & His Pets	31,175	NBC	20	n	d0:15	d0:15
Hawaiian Pineapple Co.						
Art Linkletter's House Party	54,770	CBS	56	59	d0:15	d0:15
Hearst Magazines Inc.						
Tonight		NBC		41		0:03
H. J. Heinz Co.						
Home	47,502	NBC	43	96	d0:25	d0:14
Captain Gallant		NBC		54		d0:30
Highland Church of Christ						
Herald of Truth	18,995	DuM	23		d0:30	
Hills Bros. Co.						
Tennessee Ernie		NBC		63		d0:07
World of Mr. Sweeney		NBC		48		d0:07
The Hoover Co.						
Garry Moore Show	21,743	CBS	55		d0:15	
Ideal Toy Corp.						
Winky Dink and You		CBS		n		d0:15
International Harvester Co.						
Halls of Ivy	35,730	CBS	66		0:15	
International Cellucotton Products Co.						
Perry Como Show		NBC		n		0:15
International Salt Co.						
Tonight		NBC		41		0:04
International Shoe Co.						
Ding Dong School	24,120	NBC	54		d0:07½	
Howdy Doody	47,424	NBC	57		d0:07½	
Pinky Lee Show	46,834	NBC	61	n	d0:07½	d0:06
International Silver Co.						
My Favorite Husband	64,454	CBS	66		0:15	
International Molded Plastics Inc.						
Home		NBC		96		d0:02
Today		NBC		89		d0:05
Andrew Jergens Co.						
First Love	134,550	NBC	45	41	d0:45	d0:37
Johns-Manville Corp.						
Meet The Press		NBC		30		0:15
Johnson & Johnson						
Imogene Coca Show	39,201	NBC	91		0:07½	
Robin Hood		CBS		n		0:15
S. C. Johnson & Son Inc.						
Robert Montgomery Presents	139,190	NBC	95	94	0:30	0:30
Life With Father	61,644	CBS	64		0:15	
Robert Q. Lewis Show	41,800	CBS	49		d0:15	
Red Skelton Show		CBS		75		0:15
Walter H. Johnson Candy Co.						
Captain Video	42,600	DuM	44		0:15	
Kellogg Co.						
Art Linkletter's House Party	69,396	CBS	46	63	d0:30	d0:30
Garry Moore Show	33,425	CBS	55	62	d0:15	d0:15
Arthur Godfrey Time	73,422	CBS	48	60	d0:30	d0:30
Super Circus	98,119	ABC	44	n	d0:30	d0:15
Wild Bill Hickok	8,663	ABC	22		d0:30	
Howdy Doody	102,771	NBC	53		d0:30	
Wild Bill Hickok		CBS		79		d0:30
Arthur Godfrey & His Friends		CBS		115		0:15
Knomark Mfg. Co.						
Masquerade Party	47,256	ABC	69	61	0:15	0:15
Lady Esther Ltd.						
Morning Show	69,352	CBS	61		d0:26¼	
The Lambert Co.						
Adventures of Ozzie & Harriet	70,185	ABC	50		0:15	
The Larsen Co.						
Bob Crosby Show		CBS		n		d0:07½
Lehn & Fink Products Corp.						
Ray Bolger Show	130,620	ABC	53		0:30	
The Lucy Show		CBS		n		0:30
Lemon Products Advisory Board						
Tonight		NBC		41		0:04
Today		NBC		89		d0:05
Home		NBC		96		d0:07
Lever Bros.						
Godfrey's Talent Scouts	137,448	CBS	64		0:30	
Lux Video Theatre	266,200	NBC	90	100	1:00	1:00
Arthur Godfrey Time	53,199	CBS	47	57	d0:30	d0:30
Big Town	94,140	NBC	78	91	0:30	0:15
Art Linkletter's House Party	119,114	CBS	59	62	d0:45	d0:45
Uncle Johnnie Coons		CBS		38		d0:30
Lewis-Howe Co.						
Imogene Coca Show	52,516	NBC	93		0.07½	
Libby-Owens-Ford Glass Co.						
Home		NBC		96		d0:14
Today		NBC		89		d0:16
Liggett & Myers Tobacco Co.						
Perry Como Show	306,874	CBS	87		0:45	
Dragnet	185,640	NBC	125	138	0:30	0:30
New Stu Erwin Show	48,968	ABC	54		0:30	
Warner Bros. Presents		ABC		n		0:30
Gunsmoke		CBS		109		0:22½
Thomas J. Lipton Inc.						
Talent Scouts		CBS		66		0:15
Longines-Wittnauer Watch Co.						
Longines Chronoscope	50,640	CBS	46		0:45	
P. Lorillard Co.						
Chance of a Lifetime	34,912	DuM	27		0:15	
Truth or Consequences	173,547	NBC	104	108	0:30	0:30
The Web	160,800	CBS	119		0:30	
Two for the Money	211,260	CBS	125	130	0:30	0:15
Appointment with Adventure		CBS		112		0:30
Luden's Inc.						
Pinky Lee Show	12,069	NBC	34		d0:05½	
Manhattan Soap Co.						
Ding Dong School		NBC		60		d0:15
Mars Inc.						
Super Circus	90,893	ABC	41		d0:30	
Mickey Mouse Club		ABC		86		d0:15
C. H. Masland & Sons						
Garry Moore Show	43,236	CBS	57	58	d0:15	d0:15
Mattel Inc.						
Mickey Mouse Club		ABC		86		d0:07½
Maytag Co.						
NCAA Football	97,015	ABC	85		d0:24	
Today	4,035	NBC	50		d0:01½	
Navy Log		CBS		99		0:15
Mennen Co.						
Fights		ABC		95		0:22½
Ding Dong School		NBC		60		0:15
Miles Labs Inc.						
Garry Moore Show	40,492	CBS	75	73	d0:15	d0:15
Robert Q. Lewis Show	33,780	CBS	62		d0:15	
Concerning Miss Marlowe	40,156	NBC	77		d0:15	
Three Steps to Heaven	33,017	NBC	49		d0:15	
John Daly & the News		ABC		n		0:45
Bob Crosby Show		CBS		n		d0:15
Ding Dong School		NBC		60		d0:15
Tennessee Ernie Show		NBC		63		d0:15
World of Mr. Sweeney		NBC		48		d0:15
Minnesota Mining & Mfg. Co.						
Arthur Godfrey Time	71,632	CBS	45	50	d0:30	d0:15
Mobile Homes Mfrs. Assn.						
Tonight		NBC		41		0:02
Today		NBC		89		d0:04
Monsanto Chemical Co.						
Morning Show-Pacific Panorama	53,670	CBS	61		d0:21¼	
Warner Bros. Presents		ABC		n		0:15
Jules Montenier Inc.						
What's My Line?	32,847	CBS	61	67	0:15	0:15
Philip Morris & Co.						
I Love Lucy	183,798	CBS	143		0:30	
Public Defender	105,348	CBS	40		0:30	
Morton Packing Co.						
Today	14,896	NBC	48		d0:06¼	
Mullins Mfg. Corp.						
Today	8,452	NBC	50		d0:03	
Mutual Benefit Health & Accident Assn.						
Greatest Moments in Sports	98,062	NBC	88		0:15	
National Biscuit Co.						
Rin-Tin-Tin	63,257	ABC	43	n	0:30	0:30
Arthur Godfrey Time	47,714	CBS	36		d0:30	
Halls of Ivy	29,250	CBS	42		0:15	
National Dairy Products Co.						
Kraft Television Theatre	242,000	NBC	75	72	1:00	1:00
Kraft Tv Theatre	127,025	ABC	46		1:00	
Big Top	131,038	CBS	72	74	d1:00	d1:00
Nestle Co.						
Jackie Gleason Show	117,497	CBS	122		0:20	
Space Patrol	43,815	ABC	47		d0:15	
Stage Show		CBS		n		0:30
Necchi Sewing Machine Sales Corp.						
Stop the Music		ABC		n		0:15
Norcross Inc.						
Omnibus	60,774	CBS	63		d0:22½	
Norwich Pharmacal Co.						
Sunday News Special	44,405	CBS	40	n	0:15	0:15
Noxema Chemical Co.						
Person to Person	74,586	CBS	59		0:15	
Perry Como Show		NBC		n		0:15
Olin Industries Inc.						
Tonight		NBC		41		0:04
Olin Mathieson Chemical Corp.						
Chance of a Lifetime	52,375	DuM	27		0:15	
Chance of a Lifetime		ABC		n		0:15
O'Neida Ltd.						
Home	3,654	NBC	43		d0:01½	
John Oster Mfg. Co.						
Today	16,904	NBC	50		d0:06½	
Outboard Marine & Mfg. Co.						
Today		NBC		80		d0:02
Owens-Corning Fiberglas Corp.						
Today	12,678	NBC	50		d0:04½	
Pabst Brewing Co.						
Fights	163,496	CBS	103		0:45	
Fights		ABC		95		0:22½
Pan American Coffee Bureau						
Today	34,304	NBC	50		d0:03	
Pan American World Airways Inc.						
Meet the Press	35,610	NBC	22		0:15	
Parker Pen Co.						
Four Star Playhouse	74,874	CBS	91		0:15	
Wyatt Earp		ABC		n		0:15
Peerless Electric Inc.						
Home	3,654	NBC	43		d0:01½	
Tonight	14,175	NBC	37		0:09	
Pepperell Mfg. Co.						
Home	7,488	NBC	43		d0:03½	

* Where advertisers bought or are buying participations, hours per week represents the average based on total sponsorship in October. Same applies for once-a-month specials or spectaculars.

Symbols: n—incomplete lineups; v—various stations; d—daytime.

Advertiser / Program	Gross Time Charges Oct. '54	Network	Stations Oct. 1954	Stations Oct. 1955	Average Hours Per Week* 1954	Average Hours Per Week* 1955
Pepsi-Cola Co.						
Pepsi-Cola Playhouse	111,675	ABC	64		0:30	
Pet Milk Co.						
Life with Father	76,020	CBS	80		0:15	
George Gobel Show	89,106	NBC	106	129	0:15	0:11
Red Skelton Show		CBS		90		0:15
Pharmaceuticals Inc.						
Masquerade Party		ABC		61		0:15
Philco Corp.						
Breakfast Club	101,990	ABC	64		d1:00	
Philco Television Playhouse	217,110	NBC	113		0:30	
Pillsbury Mills Inc.						
Art Linkletter's House Party	118,668	CBS	46	90	d1:00	d1:00
Godfrey & Friends	77,664	CBS	92	94	0:15	0:15
Mickey Rooney Show	64,050	NBC	46		0:15	
Arthur Godfrey Time	106,248	CBS	47	84	d1:00	d1:00
A. H. Pond Co.						
Tonight		NBC		41		0:05
Polaroid Corp.						
Today	14,896	NBC	48		d0:06¼	
Tonight		NBC		41		0:02
Pond's Extract Co.						
Star Stage		NBC		61		0:15
Procter & Gamble Co.						
Road of Life	145,390	CBS	80		d1:15	
This Is Your Life	86,007	NBC	94	97	0:15	0:15
Three Steps to Heaven	78,893	NBC	49		d0:37½	
Golden Windows	77,640	NBC	71		d0:37½	
The Guiding Light	174,836	CBS	80	109	d1:15	d1:15
Fireside Theatre	167,370	NBC	96	126	0:30	0:30
The Brighter Day	177,064	CBS	104	122	d1:15	d1:15
Welcome Travelers	359,425	CBS	95	110	d2:30	d2:30
Search for Tomorrow	207,479	CBS	108	119	d1:15	d1:15
Concerning Miss Marlowe	84,790	NBC	78		d0:37½	
Loretta Young Show	179,706	NBC	127	126	0:30	0:30
On Your Account	374,438	CBS	116	128	d2:30	d2:30
I Love Lucy		CBS		150		0:15
The Lineup		CBS		120		0:15
It's Always Jan		CBS		88		0:22½
Tennessee Ernie		NBC		63		d1:15
Prudential Insurance Co. of America						
You Are There	128,151	CBS	130	144	0:15	0:15
Garry Moore Show		CBS		56		d0:07½
Quaker Oats Co.						
Contest Carnival	72,923	CBS	49	57	d0:30	d0:30
Breakfast Club	62,740	ABC	57		d0:15	
Zoo Parade	66,000	NBC	53		d0:30	
Today	31,036	NBC	51		d0:12½	
Ozzie & Harriet		ABC		n		0:15
Sgt. Preston of Yukon		CBS		n		0:30
Quality Goods Mfrs. Inc.						
Stop The Music	52,092	ABC	74	n	0:15	0:15
Radio Corp. of America						
Caesar's Hour	68,035	NBC	90		0:20	
Producer's Showcase	55,376	NBC	77	81	0:11¼	0:11
Martha Raye Show		NBC		n		0:40
Milton Berle Show		NBC		n		0:40
Ralston-Purina Co.						
Home	3,358	NBC	38		d0:01½	
Today	11,931	NBC	48		d0:04½	
Space Patrol	29,280	ABC	46		d0:15	
The Name's the Same	59,777	ABC	47	60	0:30	0:30
Grand Ole Opry		ABC		n		0:15
Reardon Co.						
Home	11,148	NBC	48		d0:05½	
Remington Rand Inc.						
What's My Line?	109,161	CBS	85	115	0:15	0:15
Caesar's Hour		NBC		82		0:15
Revere Copper & Brass Inc.						
Meet the Press	54,570	NBC	22		0:15	
Revlon Products Corp.						
$64,000 Question		CBS		144		0:30
Johnny Carter Show		CBS		76		0:15
Rexall Drug Inc.						
The Goldbergs	156,975	DuM	174		0:30	
Reynolds Metals Co.						
Mr. Peepers	146,295	NBC	64		0:30	
Frontier		NBC		65		0:08
R. J. Reynolds Tobacco Co.						
Huddle	49,635	ABC	85		d0:10	
Scoreboard	25,900	ABC	89		d0:05	
Topper	189,690	CBS	106		0:30	
Camel News Caravan	538,800	NBC	81	88	1:15	0:45
The Hunter	108,255	NBC	79		0:30	
I've Got a Secret	162,756	CBS	111	155	0:30	0:30
Morning Show	2,814	CBS	53		d0:01¼	
You'll Never Get Rich		CBS		n		0:15
Bob Cummings Show		CBS		68		0:30
Crusader		CBS		n		0:30
Feather Your Nest		NBC		47		d0:30
Ronson Art Metal Works Co.						
Douglas Edwards, News		CBS		n		0:30
Rosefield Packing Co.						
You Asked For It	81,585	ABC	34		0:30	
Roto-Broil Corp. of America						
Tonight		NBC		41		0:28
Today		NBC		89		d0:17
Sandura Co.						
Tonight		NBC		41		0:02
The S.O.S. Co.						
Bob Crosby Show	31,980	CBS	51	68	d0:07½	d0:07½
Imogene Coca Show	37,875	NBC	74		0:07½	
Mickey Mouse Club		ABC		86		d0:07½
Garry Moore Show		CBS		68		d0:07½
Sawyer's Inc.						
Pinky Lee		NBC		n		d0:12
Shick Inc.						
Jackie Gleason Show	116,463	CBS	122		0:20	
Pro Football	325,000	DuM	v		d0:40	
Robert Montgomery Presents		NBC		94		0:30
NCAA Football		NBC		n		d0:30
Joseph Schlitz Brewing Co.						
Playhouse of Stars	180,915	CBS	100	116	0:30	0:30
Scott Paper Co.						
Omnibus	55,308	CBS	63	n	d0:22½	d0:22½
My Little Margie	141,120	NBC	66		0:30	
Garry Moore Show		CBS		53		d0:30
Bob Crosby Show		CBS		53		d0:15
Father Knows Best		NBC		66		0:30
Serutan Co.						
CBS News	120,760	CBS	77		0:15	
Today	46,486	NBC	50		d0:17	
Betty White Show	55,620	NBC	29		d0:37½	
One Man's Family	98,685	NBC	45		d0:37½	
Life Begins at 80	82,900	DuM	29		0:30	
Rocky King	86,585	DuM	84		0:15	
The Stranger	84,800	DuM	45		0:30	
Ted Mack's Amateur Hour		ABC		n		0:30
Joe & Mabel		CBS		84		0:15
W. A. Schaeffer Pen Co.						
Jackie Gleason Show	117,663	CBS	122		0:20	
Penny to a Million		ABC		57		0:15
Navy Log		CBS		99		0:15
Two for the Money		CBS		130		0:15
Simmons Co.						
My Favorite Husband	97,746	CBS	67		0:15	
Simonix Co.						
Garry Moore Show	48,176	CBS	66	48	d0:15	d0:15
The Big Story	78,060	NBC	81	88	0:15	0:15
Bob Crosby Show		CBS		75		d0:15
Singer Mfg. Co.						
Four Star Playhouse	39,747	CBS	100	103	0:15	0:15

TELECASTING YEARBOOK IN THE MAILS

The 1955-56 TELECASTING YEARBOOK • MARKETBOOK issue is being mailed this week. Like its predecessors, this 448-page volume, compiled by a staff of 60, contains authoritative data on tv stations throughout the world, including information on U. S. stations equipped for color tv, statistics on population with retail sales and market data, plus other economic features on all U. S. tv areas. Comprehensively listed are advertising agencies and their clients using tv advertising. Included too are package program companies, tv film producers and distributors, tv equipment manufacturers and distributors, tv networks and other vital information. A limited supply of extra copies of this 448-page buyer's guide is available at $3.00 each.

Advertiser / Program	Gross Time Charges Oct. '54	Network	Stations Oct. 1954	Stations Oct. 1955	Average Hours Per Week* 1954	Average Hours Per Week* 1955
Smith, Kline & French Labs						
March of Medicine	37,365	NBC	70		d0:07½	
Today	12,864	NBC	50		d0:04½	
Speidel Corp.						
Caesar's Hour	65,609	NBC	79	82	0:20	0:15
Home	23,142	NBC	43		d0:11¼	
A. E. Staley Mfg. Co.						
Breakfast Club	40,500	ABC	52		d0:30	
Garry Moore Show		CBS		60		d0:07½
Standard Brands Inc.						
Howdy Doody	100,271	NBC	76	65	d0:30	d0:15
Tennessee Ernie		NBC		63		d0:30
Standard Oil Co. of Indiana						
Person to Person	26,220	CBS	38	49	0:07½	0:15
Star-Kist Foods Inc.						
Home		NBC		96		d0:07
State Farm Mutual Insurance Co.						
Red Barber's Corner		NBC		58		0:15
Sterling Drug Inc.						
The Vise	123,585	ABC	76	91	0:30	0:30
Studebaker-Packard Motor Car Co.						
Martha Wright Show	47,740	ABC	35		0:15	
Tv Reader's Digest		ABC		79		0:30
Sunbeam Corp.						
Ethel & Albert Show	172,230	NBC	76		0:30	
Home	32,505	NBC	51	96	d0:16½	d0:12
Max Liebman Presents	57,100	NBC	93		0:11	
Martha Raye Show		NBC		n		0:40
Milton Berle Show		NBC		n		0:40
Tonight		NBC		41		0:05
C. A. Swanson & Sons						
Bob Crosby Show	37,538	CBS	76		d0:15	
Robert Q. Lewis	37,020	CBS	77		d0:15	
Sweets Co. of America Inc.						
Pinky Lee Show	23,104	NBC	72	n	d0:07½	d0:30
Pinky Lee Show	25,690	NBC	64	n	d0:07½	d0:12
Swift & Co.						
Garry Moore Show	43,665	CBS	69		d0:15	
Disneyland	39,017	ABC	125		0:30	
Garry Moore Show	47,781	CBS	70		d0:15	
Today	51,456	NBC	50		d0:17½	
Garry Moore Show	41,704	CBS	65		d0:15	

Advertiser / Program	Gross Time Charges Oct. '54	Network	Stations Oct. 1954	Stations Oct. 1955	Average Hours Per Week* 1954	Average Hours Per Week* 1955
Sylvania Electric Products Inc.						
Beat the Clock	178,065	CBS	85	88	0:30	0:30
The Texas Co.						
Texaco Star Theatre	158,220	NBC	70	79	0:30	0:22
U. S. Shoe Co.						
Home	11,457	NBC	42		d0:05½	
U. S. Steel Corp.						
U. S. Steel Hour	110,225	ABC	97		0:30	
U. S. Steel Hour		CBS		113		0:30
U. S. Tobacco Co.						
Home	32,607	NBC	43		d0:16½	
Today	37,782	NBC	50		d0:14	
U. S. Time Corp.						
Pinky Lee		NBC		n		d0:06
Waco Mfg. Co.						
Today		NBC		89		d0:15
Wander Co.						
Captain Midnight	44,280	CBS	46	48	d0:15	d0:30
Ding-Dong School	45,100	NBC	43		d0:15	
Webster-Chicago Corp.						
Tony Martin Show		NBC				0:15
Welch Grape Juice Co.						
Howdy Doody	33,991	NBC	69		d0:07½	
Mickey Mouse Club		ABC		86		d0:15
Wesson Oil & Snow Drift Co.						
Hawkins Falls	114,428	NBC	89		d0:30	
Home	14,316	NBC	43		d0:07½	
Valiant Lady		CBS		n		d0:15
Western Union Telegraph Co.						
Down You Go		ABC		n		0:15
Westinghouse Electric Corp.						
Best of Broadway	73,425	CBS	98		0:15	
Studio One	273,880	CBS	110	118	1:00	1:00
Whirlpool Corp.						
Martha Raye Show		NBC		n		0:40
Milton Berle Show		NBC		n		0:40
Wildroot Inc.						
Robin Hood		CBS		n		0:15
Wine Corp. of America						
Dollar A Second	164,225	ATC	130	n	0:30	0:30
J. A. Wright & Co.						
Today	8,576	NBC	50	89	d0:03	d0:05
Home		NBC		96		d0:04
Yardley of London Inc.						
Garry Moore Show	57,860	CBS	67	58	d0:15	d0:15
Zenith Radio Corp.						
NCAA Football	97,015	ABC	82		d0:24	
Omnibus	40,516	CBS	63		d0:22½	

THE NETWORK, SRA STATEMENTS

ABC-TV

Mr. Chapin:

"Again this year, the facts and figures for the ABC-TV network speak for themselves.

"ABC-TV's gross time sales for the year through Aug. 26 reached a record total of $69,737,937 with still more sales being negotiated. Of this total, 64.3% or $44,835,995 represents new business, mainly from "blue chip" advertisers who are swinging to ABC-TV. The network's extremely high percentage of renewals amounts to $24,901,942 in gross time sales.

"ABC-TV's achievements this year, measured by any of the other yardsticks—programming, advertisers, ratings, clearance and awards—emphasize the network's surge toward broadcast leadership.

"Some of the new season's most significant new programs will be on the ABC-TV network. The roster includes such new milestones in programing as the *Mickey Mouse Club, Wyatt Earp, Warner Bros. Present, The M-G-M Parade,* DuPont *Cavalcade Theatre, Medical Horizons,* and *Crossroads,* among others.

"These new programs together with such ABC-TV favorites as *Danny Thomas, Disneyland, Rin-Tin-Tin, The Lone Ranger, Ozzie & Harriet* and Wednesday night fights, will bring to the network still greater audiences and accelerate the upward trend in ratings at ABC.

MR. CHAPIN

"In terms of station clearances, ABC-TV is showing rapid progress. By May of this year, the average ABC-TV network evening program cleared 24% more stations than a year ago. Of ABC-TV's programs 21% had coverage factors of 90% or greater compared to only 5% a year ago.

"The growing list of awards presented to ABC-TV's programs this past season attests to the high calibre of the network's programming. With the new season's significant program additions, ABC-TV will be a strong contender for even more of the nation's top award honors.

"With a bow to our hustling competitors, we can now make the simple statement that the day of two network dominance is past. Today it's a three way race which is going to get even closer.

"These achievements point up the wise choice made by astute advertisers in establishing and renewing franchises on the nation's fastest growing network—the ABC-TV network."

NBC-TV

Mr. Frey:

"The 1955-56 television season has been justly heralded as the year of 'special programming' as far as NBC is concerned. Spectaculars, telementaries, and other one-shot special programs, have been scheduled at irregular intervals throughout the year's schedule to add new excitement, sparkle and audience appeal to the pattern of television broadcasting.

"But special programming must necessarily mean special selling, too, and what is especially significant to us in NBC-TV sales is the amazing acceptance of, and enthusiasm for, these longer, more flexible program forms by advertisers and agencies.

"A fine example of this advertiser enthusiasm for 'The Big Show' concept is provided by color spread—90-minute color spectaculars which will be presented by NBC-TV on Sundays at approximately monthly intervals beginning Sept. 11. Here is the perfect mating of the spectacular and the magazine concept, combining the tremendous impact of the former with the flexibility of the latter. Within weeks after color spread was announced, it was virtually sold out for the season—sold to both large and small advertisers. As it stands now, color spread is S.R.O. through 1955, with only a few participations available through the end of next summer.

"Further evidence of sponsor interest in 'big programming' is the quick sales participations on *NBC Matinee Theatre,* the new hour-long daily dramatic program to be telecast in color. Announced just a few weeks ago and not scheduled to go on the air until Oct. 31, *NBC Matinee Theatre* already claims as clients Procter & Gamble and Motorola, with additional prospective sponsors showing keen interest.

"Other significant sales trends of the approaching season include:

"The increasing awareness on the part of advertisers of the values of daytime television (witness the continued sales success of NBC-TV's pioneering *Today* and *Home* programs, and the more recent near S. R. O. status of the new *Tennessee Ernie* strip).

"The broadening use of the television medium by advertisers for institutional or public relations campaigns.

MR. FREY

"The fact that advertisers are planning their television campaigns much farther in advance than formerly, reflecting not only the increased competition for prime time periods, but also the maturity of the medium and the increasingly important part it is taking in overall advertising budgets.

"The rise of merchandising, not only of the product, but also of the advertising campaign. A good example of this is the cooperative efforts of the NBC merchandising department (the only one of its kind in the industry) with advertisers to stimulate dealer-distributor excitement.

"But the most important trend again, in my opinion, is the enthusiasm for the spectacular type of programming, the longer show, and the increased use of multiple sponsorship arrangements to support this type of programming."

CBS-TV

Mr. Hylan:

"It is logical, we think, to predict that television will continue to increase its share of the total advertising dollar this year as well as in future years, and CBS Television now goes into its second season as the world's biggest single advertising medium.

"As more and more advertisers become aware of the values of consistent year-round advertising, the start of the so-called 'broadcasting season' in the fall has assumed greater importance in terms of the new programs which will make their debut than as a spot on the calendar when the sponsorship of a given time period will change hands.

"In the course of its rapid growth, television has undergone many changes and modifications in the pattern of selling its facilities. Thus, the sharing of a program and time period between two advertisers on an alternate week basis has become almost standard practice. Whenever, in our opinion, such a change would increase

A MUST FOR YOUR PRODUCT

Because The Woman's Angle is a Baltimore institution it's a *must* for your product, too. Ann Mar not only delivers the audience, on a year-in, year-out basis. She also merchandises your advertising. For WMAR-TV runs regular ads in *The Baltimore Sun* on The Woman's Angle; and, through Ann's sponsors, puts out some 10,000 circulars a week, for grocery store distribution, promoting the program. And then there's Ann's homemaking bulletin, her regular personal appearances at new store openings, and her every-Thursday cooking column in *The Sun.*

It all adds up to a valuable extra sales help for participants in The Woman's Angle. To find out how you can become one of them, get in touch with The Katz Agency, Inc.

ANN MAR'S GUESTS

(A partial list of those who recently have appeared on The Woman's Angle)

Fay Bainter
Blackstone The Magician
Jackie Cooper
Reed Hadley
Signe Hasso
William Inge
Veronica Lake
Gene Lockhart
Joshua Logan
Ralph Meeker
John Newland
Zasu Pitts
Ivy Baker Priest
Basil Rathbone
Ronald Reagan
Pat Rooney, Sr
Lillian Roth
Walter Slezak
Loring Smith
Bob Turley

WMAR•TV
BALTIMORE, MD
Channel 2 CBS
The Sunpapers TV Station
Represented by The Katz Agency, Inc.

MAXIMUM POWER . . . MAXIMUM TOWER HEIGHT . . . IN THE RICH MARKET OF

RICHMOND

PETERSBURG AND CENTRAL VIRGINIA

WXEX-TV covers all the rich heart of Central Virginia. Its tower is 1049 ft. above sea level—the maximum height allowed. It's 943 ft. above average terrain—more than 100 ft. higher than any station serving the Richmond market. And WXEX-TV has maximum power—316 KW.

So you just can't cover more land area or more TV families with any other station! You can get the whole exciting story of this new basic NBC-TV station for Richmond, Petersburg and Central Virginia from your Forjoe man.

WXEX-TV

Basic NBC-TV Network – Channel 8

Tom Tinsley, President

Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

the effectiveness of television as a sales medium, we have incorporated it into our daily operation.

"Two such basic changes are new this year.

"The first refers to the obvious desire of the viewing audience for programs with overall family appeal in the earlier evening hours. As a result, we have made available programs which will appeal to children as well as adults, in the half-hour strip from 7:30-8:00 p.m. Monday-through-Friday.

MR. HYLAN

"The second modification involves feature programs of one hour and hour-and-a-half, and greater duration. There are some programs which virtually demand exposure because of content, stature of the talent, as a matter of public information and interest, or because of a combination of all these elements. In cases where programs meet these criteria, CBS Television has made provision for scheduling and offering them for sale.

"As time goes on, there may be new opportunities and special situations which might suggest changes in the conventional pattern of television selling. If and when this occurs, CBS Television will exert every effort to be first with the proper solution. For the time being, however, no one has been able to suggest an effective substitute for the impact of a sales message delivered consistently and with weekly frequency to the buying public."

SRA

Mr. Webb:

"National spot advertising in television for the fall and winter season of 1955-56 promises to overshadow the '54-'55 season by an increase of as much as 30%. All the members of SRA report greatly increased activity on the part of the advertisers in spot buying, especially for the fall season.

"Again, as last season, this increase in spot business will be due to a large extent to the number of new advertisers using tv for the first time. Because of sales results obtained through the use of spot advertising last season, many of the constant users of television advertising are increasing their spot tv budgets this season, while others are getting out of network advertising to put their ad dollars into spot buys.

"IDs, both shared and full screen, which have become increasingly popular with a number of advertisers, as a result of all stations accepting the SRA standards for IDs, will account for a large share of the increase. Large saturation campaigns are comparatively easy to set up at greatly reduced costs to the advertiser, and such advertisers as Phillip Morris and a host of others are using this method of television advertising extensively.

"There are now 58 more commercially operating tv stations on the air this year as against the same time last year, which will account for a sizeable amount of the increase in spot revenue. Many of these new stations are located in markets which are very valuable to national advertisers, and they are increasing their budgets to buy television on these heretofore unavailable stations.

MR. WEBB

"Some of the advertisers who will be heading the list of spot buyers this season are Hazel Bishop, Phillip Morris, L & M cigarettes, Max Factor, Post Brand cereal, Scotts Emulsion, Japanese canned crab meat, Wildroot, Whitman chocolates, Trushay, Tootsie Rolls, Servel, Old Gold cigarettes, Mason mints, Nabisco and Beechnut Packing Company. A number of the above are new advertisers, while some have used television extensively and are back again this year with greatly increased budgets."

SPONSORS ARE DISCOVERING TV AUDIENCES DON'T TIRE

A special report in the B•T 'Yearbook' by the American Research Bureau explodes the myth that tv viewers tire of the medium after the novelty of ownership wears off. To the contrary, viewing increases.

by James W. Seiler
Director of ARB

THE longer they have tv, the more they watch it.

That conclusion, which we at American Research Bureau arrived at after extensive analysis of its audience data for March 1955, demolishes the oft expressed opinion that when the novelty of television wears off, the family curtails the time spent in watching the tv screen and returns, in part, at least, to its pre-tv leisure time activities.

In our extra-curricular sleuthing into the March statistics, we separated the over-all sample into four equal groups in accordance with the amount of time spent watching tv during the measured week. Group No. 1 watched the most, group No. 2 next most, and so on. For each group, ARB developed specific information as to amount of viewing by weekly and daily time segments, length of set ownership, family composition, and the number of stations within set range.

There is no battle for television's viewing crown. It rests jauntily, and firmly, on the heads of the 25% of the nation's television families who stay glued to their sets for over 40% of this country's total viewing time. The top half accounts for over 2/3 of the viewing.

This may help explain the strong impact of television as a sales medium. A dominant portion of the viewing audience is being repeatedly exposed to the advertising messages carried on the television screen. They have been so exposed for a number of years, since this top viewing group is no Johnny-come-lately to the allure of television. Disproving the popularly held belief that prolonged set ownership is directly related to viewing satiation, families in the same top group that does the most viewing have had their sets the longest—43 months, on the average.

Also, and this might be expected, ARB figures show that members of the No. 1 group have the most children, an average per family of two under 20 years, and for every two families, three under 13 years. As an indication of how strongly the presence of children influences viewing, over half of the families in the No. 4 group (the one lowest in viewing), have no children at all.

The number of stations that a family could receive had no particular influence on the amount of viewing. The average home in the top viewing group could receive about four stations; the group lowest in viewing could do almost as well, with an average slightly under

► WHEN DO THEY WATCH?

(Audience divided into four equal groups, graded by amount of viewing)

		SHARE OF SETS IN USE			
Time Period	Average S.I.U.	Group 1	Group 2	Group 3	Group 4
7 a.m., to noon, Mon. thru Fri.	13.5%	55.7%	26.5%	10.3%	7.5%
Noon to 3 p.m., Mon. thru Fri.	15.6	55.1	26.0	11.6	7.3
3 to 5 p.m., Mon. thru Fri.	17.6	55.5	23.9	13.4	7.2
5 to 7 p.m., Mon. thru Fri.	35.3	44.3	25.4	21.4	8.9
7 to 10 p.m., Sun. thru Sat.	67.4	31.3	26.7	25.4	16.6
10 p.m. to midn., Sun thru Sat.	32.6	37.3	27.7	21.9	13.1
Midn. to 2 a.m., Sun. thru Sat.	3.7	50.4	32.5	10.0	7.1

► HOW LONG DO THEY WATCH?

(Viewers classified by age and sex)

Time Period	Set Hours	Men Hours	Women Hours	Children Hours
7 a.m.-noon, Mon. thru Fri.	3.38	.88	2.86	2.39
Noon to 3 p.m., Mon. thru Fri.	2.33	.61	2.31	1.39
3 to 5 p.m., Mon. thru Fri.	1.76	.41	1.49	1.68
5 to 7 p.m., Mon. thru Fri.	3.53	1.66	2.19	4.66
7 to 10 p.m., Sun. thru Sat.	14.15	11.81	15.98	10.81
10 p.m. to midn., Sun thru Sat.	4.56	3.88	4.76	.80
Midn. to 2 a.m., Sun. thru Sat.	.51	.37	.49	.06

► HOW DO THEY WATCH?

(Groups, equal in size, vary greatly in viewing habits)

	Group 1	Group 2	Group 3	Group 4	Totals
% share of total set hours	40.9 %	26.1 %	20.8 %	12.2 %	100.0%
Average weekly hours set in use	56.16	37.26	28.10	17.20	34.7

► HOW DO THE FOUR GROUPS COMPARE?

(Most avid viewers are larger families, oldest set owners)

	Group 1	Group 2	Group 3	Group 4	Overall
Average length of set ownership	43.2 mo.	39.1 mo.	37.7 mo.	31.4 mo.	37.8 mo.
Average number of tv stations they can receive	4.1	3.5	3.7	3.7	3.8
Family Characteristics					
Females					
Under 6	.38	.26	.15	.13	
6-12	.38	.35	.25	.14	
13-19	.17	.22	.09	.10	
20-39	.70	.63	.55	.47	
40-59	.37	.36	.47	.47	
60 & over	.17	.20	.17	.21	
Total	2.17	2.02	1.68	1.52	
Males					
Under 6	.48	.17	.17	.17	
6-12	.37	.30	.29	.15	
13-19	.17	.22	.17	.14	
20-39	.57	.48	.42	.40	
40-59	.37	.53	.48	.39	
60 & over	.10	.14	.21	.17	
Total	2.06	1.84	1.74	1.42	
Grand Total Persons	4.23	3.86	3.42	2.94	3.61
Children Under 13	1.61	1.08	.86	.59	1.04
Under 19	1.95	1.52	1.12	.83	1.36

four. Age of viewers, however, did have considerable influence. Persons in the upper viewing brackets were younger, with the No. 1 group showing a larger proportion of youngmarrieds in the 20-39 age brackets than did any of the others. For every hundred homes, the No. 1 viewing group contained 70 women and 57 men in the 20-39 age category. As opposed to this, the lowest viewing group showed 47 women and 40 men in this age bracket.

When ARB started to break the entire television day into time segments, we ran into some specially significant material. From 7 a.m. to 5 p.m., Monday through Friday, the top viewing quarter accounted for some 55% of all viewing done; the top half for over 75%. Overall sets in use built gradually from 13.5% from 7 a.m. to noon, Monday through Friday, to 35.3% from 5 to 7 p.m. Came the 7 to 10 p.m. evening hours and usage rocketed to 67.4%, tapering to 32.6% from 10 p.m. to midnight, and fading to 3.7% from midnight to 2 a.m.

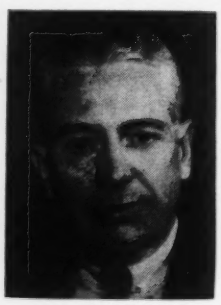
Man-hours may be the standard of measurement for most time studies. For the television audience, however, we found that woman-hours take over. Women dominate the viewing scene throughout the day. From 7 a.m. to 5 p.m. for every 1.90 man-hours put in before the tv set, women put in 6.66. In the busiest time segment, 7 p.m. through 10 p.m., for every 12 man-hours of viewing, the distaff side puts in a busy 16. The ladies even stay up later. In the midnight to 2 a.m. segment for every third of an hour put in by dad, mom puts in a half. Only in one period does any member of the family outdo her in screen time. That's from 5 to 7 p.m., when the set belongs to junior. During that period children put in some 4⅔ hours of viewing a week to mother's two-plus and dad's 1⅔.

Glancing back at all of our figures we come up with a pretty good composite of the nation's No. 1 viewing families—those families that belong to the 25% that do over 40% of all viewing. They average a little better than four persons to the family, with both parents being between 20 and 39, have two children, have owned their tv set 43 months and keep it on a little better than 56 hours a week, with the lady of the house doing most of the looking.

There you have it—the tv-viewing family of the year. Man, woman and child, they represent a lot of television audience.

Whitney Predicts More Money for Advertising

DOUBLING of advertising expenditures within the next decade was predicted last week by Elwood Whitney, executive vice president of Foote, Cone & Belding. Mr. Whitney's look into the future: Cash outlay for advertising in all media should reach $15 billion by 1965 compared to the $8,164,000,000 spent in 1954.



MR. WHITNEY

"Most businessmen recognize that we are in an era in which prosperity is keyed not to production but to consumption, so they'll continue to expand their investment in the stimulation of demand at an ever-increasing pace," he said.

Mr. Whitney, burrowing further into figures, said the population is growing at the rate of 220,000 per month and therefore businessmen must step up ad expenditures to reach bigger markets.

Also noted by Mr. Whitney was that with great investment comes an obligation of advertising to eliminate wasteful and inefficient methods—"if advertising is to continue to make consumer price reductions possible, there can be no room for advertising concepts that are static misfits in today's dynamic economy, nor for research techniques that spend millions to find facts but only produce mirages."

Although expenditures will go up, advertising, Mr. Whitney said, will be cheaper and more effective when both agencies and their clients understand the role of advertising in the total selling effort.

Concluded Mr. Whitney: "A 'good' or 'bad' ad has no meaning except in relation to a competitive product and to a concept of marketing strategy embracing coordinated selling, merchandising, sales promotion, public relations and research activities."

AD CHIEF URGES UNIFORM RATINGS

White King Soap Co. advertising manager charges that under present system advertiser does not know what he is getting for his money.

RADIO-TV audience rating services were raked over the coals Monday by Larry Nolte, advertising manager of the White King Soap Co., major west coast manufacturer which puts two-thirds of its total advertising budget in radio and television.

MR. NOLTE

Speaking before the luncheon meeting of the Hollywood Advertising Club, Mr. Nolte called for a uniform rating standard similar to the ABC system used in printed media "so that the advertiser can have some idea of what he gets for his radio and television dollar. Now, we have nothing but confusion. It all depends on which rating service you buy whether a particular show is a good investment or a lousy one."

Mr. Nolte claimed, "What we want is facts and not so many figures. The industry can't tolerate widely divergent ratings."

Asking for a united effort on the part of all sponsors, agencies and stations, Mr. Nolte urged that money be provided the Advertising Research Foundation to continue its "researching of the researchers" to uncover defects in present systems and find newer, more accurate methods of audience analysis. He commended ARF's study on the subject last year, "Recommended Standards for Radio and Television Program Audience Size Measurement" [B•T, Dec. 27, 1954].

The White King executive said in recent years he has placed $25 million in radio and television advertising "and we don't know what we got." He was particularly critical of the way rating firms talk down their competitive services and observed that after one has listened to both sides, he doesn't know what is right.

Emphasizing that White King "believes in radio and television," Mr. Nolte pointed out

that not only are competitive rating reports confusing because of their disparity, but one report, which he cited, showed that a specific show on a regional network would deliver 90,000 listeners while data for three affiliates of the chain would deliver more than 100,000 for the same program.

NEW '55 AUTOS ADD 5.8 MILLION RADIOS

Radio Adv. Bureau cites study showing 83% of this year's new autos to be radio-equipped.

AUTOMOBILES alone will create around 5.8 million new places in which to listen to radio this year, Radio Advertising Bureau estimated last week.

Announcing completion of a new study made for RAB by Fact Finders Assoc., bureau officials said it was found that 83% of all 1955 cars are radio-equipped when they leave the dealer—a finding which "takes on additional importance since an all-time high has been reached this year in the manufacture and sale of new cars."

As of July, it was pointed out, the total number of cars with a radio in working order stood at 31 million.

The FFA study involved interviews conducted during May and June with executives of 376 new car agencies throughout the nation, stratified by makes on the basis of each make's share of the 1954 new car market. In announcing results, RAB offered these quotes as typical comments by dealers as to why they felt car radio sales continue to increase:

"Radios are the No. 1 accessory. American people want entertainment and there's no substitute for radio." . . . "Demand for radios is 100% . . . because so many people almost live in their cars." . . . "More demand—people realize that the trade-in value is more if the car is equipped with radio."

RAB asserted that not only do car radios represent enough circulation units to be considered a major medium by itself, but also that their fast-increasing numbers are additional proof that radio, already with the greatest media penetration, is still the top growth medium.

Whirlpool Buys Heavy in Tv For Intensive Ad Campaign

THE "most concentrated and comprehensive advertising program in the history of the home laundry industry" has been launched by Whirlpool Corp., with tv and other advertising outlays slated to average over $1 million monthly, it was announced last Monday.

Plans were announced by Roy Howard, merchandising manager of Whirlpool Corp., which this month is scheduled to become Whirlpool-Seeger Corp. Kenyon-Eckhardt Inc. will continue to handle the consumer account.

The big blows will be delivered by Whirlpool with its network tv debut on the Milton Berle and Martha Raye NBC-TV shows on staggered weeks starting Sept. 20, with a week's interval. Thus Whirlpool will appear on the two shows 26 weeks through June 5, 1955.

"Although the entire complement has not yet been completed, we expect to reach more than 150 tv stations with each of our shows," Mr. Howard reported.

Consumer advertising for the 1956 line will get underway with a spread in *Life* magazine Sept. 12 and others in succeeding issues. Newspapers and trade publications also will be utilized.

SOME 50 timebuyers and others representing 38 New York advertising agencies were guests of WROW-AM-TV Albany on a flight to the Albany-Troy-Schenectady area and luncheon and afternoon at Saratoga Racetrack. Shown here at airport are, in foreground, commentator Lowell Thomas (c), with two other stockholders, U. S. Reps. Dean Taylor (l) and Leo O'Brien. In background (l to r): Jean Simpson, Doyle Dane Bernbach; John Owen, sales promotion manager, Avery-Knodel, which represents WROW; Dick Stone, Avery-Knodel; Sam Vitt, Biow-Beirn-Toigo; Lou Kennedy, Kenyon & Eckhardt, and Lionel Furst, Dancer-Fitzgerald-Sample. Largely obscured are Herb Gruber of Edward Kletter Assoc. (behind Mr. Stone), and Mary (Mickey) McMichael of BBDO and Larry Donino of Kenyon & Eckhardt (behind Messrs. Thomas and O'Brien). The WROW-AM-TV delegation included President Frank Smith; Thomas S. Murphy, general manager, and Harry L. Goldman, station manager. WROW-TV is represented by Harrington, Righter & Parsons.

CBS-Columbia Sets Campaign Of $1.7 Million for '5600'

MORE than $1.75 million will be spent in radio, tv, newspapers and in trade publications in the next four months in an advertising-promotion campaign on behalf of CBS-Columbia's new 5600 series of tv receivers and radios, Gerald Light, director of CBS-Columbia advertising and sales promotion, said last week.

CBS-Columbia, the tv and radio receiver manufacturing division of CBS Inc., returns to its regular Wednesday alternate sponsorship of *Arthur Godfrey & His Friends* on CBS-TV, starting Oct. 5. The manufacturing division also will begin participating sponsorship, starting Oct. 3, of CBS Radio's *Amos 'n' Andy Music Hall; Bing Crosby Show*, and *Tennessee Ernie Show*. Other on-the-air sponsorship includes spot radio and tv campaigns in New York, Chicago, Los Angeles, San Francisco, St. Louis, Boston and Milwaukee. Ted Bates & Co. is the agency.

Chrysler Corp. Takes Canadian Grid Slate

CANADIAN FOOTBALL games will be televised this year under sponsorship of Chrysler Corp. of Canada Ltd., which also will carry *Climax* and *Shower of Stars* on all English-language Canadian tv stations this fall. Agency is Ross Roy of Canada Ltd., Windsor, Ont.

J. A. Ouimet, general manager of Canadian Broadcasting Corp., stated that this year's coverage of the football games would be the most comprehensive program of football telecasts ever made on this continent. In eastern Canada 10 interconnected stations will telecast 20 to 26 games each, and three non-connected stations will televise 14 games. An estimated 4,500,000 people are expected to see the games in their homes. In western Canada seven tv stations will carry games of the Western Interprovincial Football Union, with two games being telecast most weeks. Stations will receive the most important game each week on a delayed basis as microwave network is not yet built in western Canada.

Eastern Canadian stations located in cities in which games are played are required to "black out" during the day of the game. In most instances they may carry a game on the following or other days.

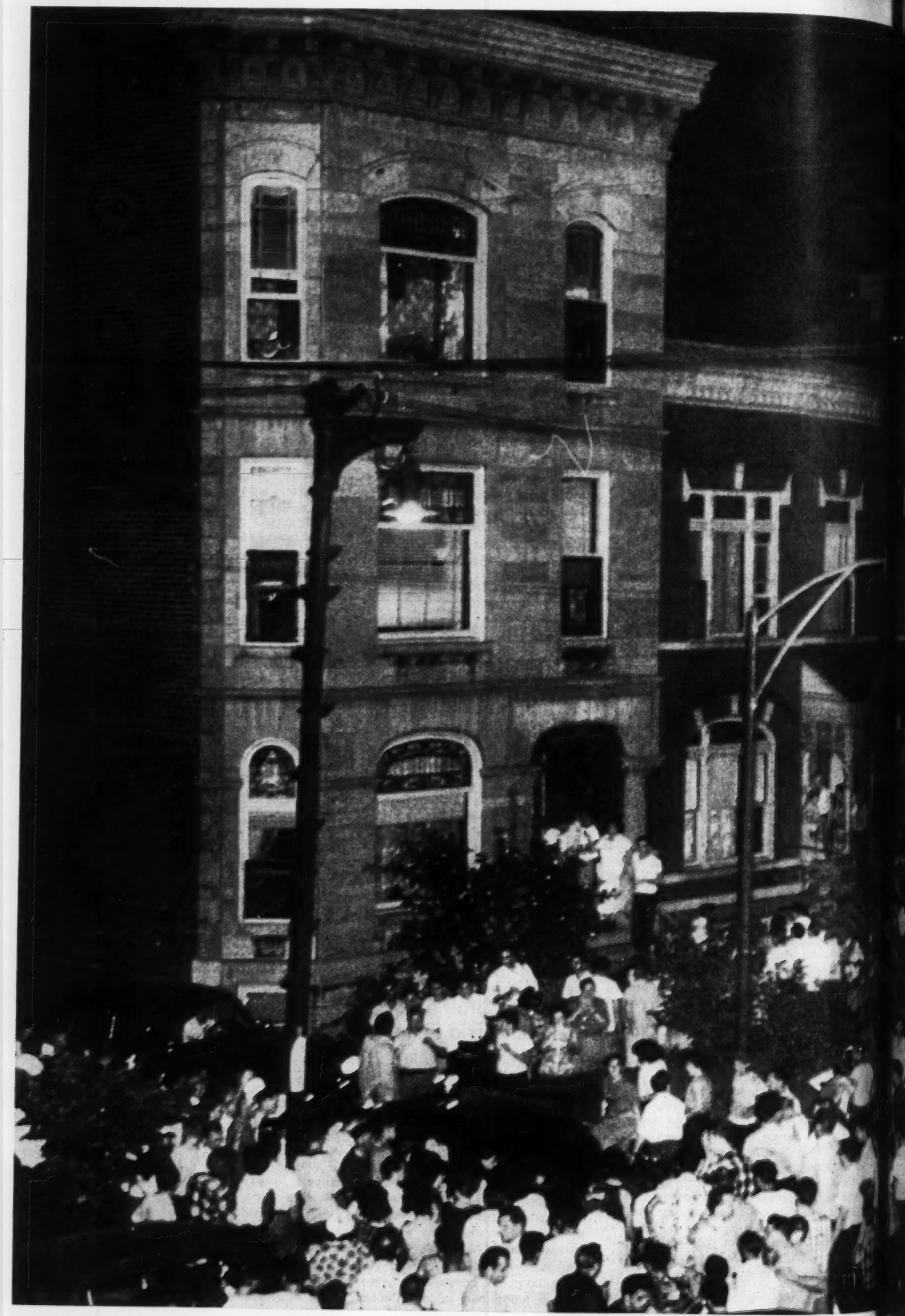
The Grey Cup final games, originating in Vancouver this year, will be carried live to eastern Canada by way of a microwave circuit through the United States from Vancouver to Buffalo, N. Y. Eastern play-off games will be seen live on most eastern Canadian stations, while western play-off games will be on a delayed basis.

M-G-M Buys Blair Plan To Promote New Movie

METRO-Goldwyn-Mayer, in its third purchase of the Blair National Saturation Group Plan, will tie in with the latest weather reports on the 42 radio stations represented by John Blair & Co. to promote its new motion picture release, "It's Always Fair Weather," Mort Bassett, Blair sales manager of the National Saturation Group, announced last week.

M-G-M also will use 30 additional radio markets throughout the country.

Idea of the tie-up between weather broadcasts and picture title was attributed to Howard Dietz, M-G-M vice president in charge of advertising, publicity and exploitation. The Blair group purchase involves 48 15-second announcements in three days, scheduled in early morning, late afternoon and late evening, coinciding with the release dates this month. Agency for M-G-M: Donahue & Coe.



SCOOP!

Mid-America *always* gets news-making excitement from WMAQ's NIGHT DESK program, Monday through Friday from 10:00 to 10:30 p.m. But on August 18th, listeners really hit the jackpot.

On that night, police were closing in on an accused cop-killer, object of the biggest manhunt in Chicago in two decades. NIGHT DESK reporter John Chancellor was right there – the only broadcaster who was at the scene to give listeners an exclusive description of the action as it developed.

Within minutes, bulletins informed the station's audience of the gunman's capture. They were the *first* to know of it. And at 10:00 p.m., WMAQ's NIGHT DESK listeners heard Chancellor's on-the-spot tape-recording.

The scoop didn't end there. Chancellor scored his second news beat of the evening when his microphone caught the interrogation of the wounded gunman by Chicago detectives.

VARIETY called NIGHT DESK's performance of August 18th "one of the top radio reporting jobs of this or any other year."

By keeping on top of events like this, *as they're happening*, NIGHT DESK has become one of the most listened-to and talked-about programs in Chicago. It's only one of the many reasons WMAQ is what it is – the station advertisers turn to for their strongest radio impact on America's second-richest market.

WMAQ

NBC RADIO IN CHICAGO
represented by NBC Spot Sales

VIEWERS LIKE, REMEMBER LUCKIES' ADVERTISEMENTS

Advertest Research survey shows commercials' impact for the second straight year. Likes and dislikes of viewers also listed.

LUCKY STRIKE for the second straight year was named as having the best remembered and best liked tv commercial, according to a survey just released by Advertest Research. The current survey is the 76th in the monthly series "The Television Audience of Today," and is based on a sample of 745 tv homes contacted during the month of June, covering specifically 11 product categories.

Lucky Strike was named as the best remembered commercial by 11%, while 10% named it as the best liked. Westinghouse edged out Chesterfield for second place in the best remembered category and holds second place, ahead of Kraft, in the best liked category.

The 745 respondents named more than 2,000 commercials, over 90% of which they could adequately describe. Best liked things about tv advertising were cartoons, information about new products and amusing commercials. Pet gripes were too frequent program interruptions, too much advertising and repetition.

In an effectiveness comparison of tv vs. other advertising media, over 75% of all respondents felt tv advertising was more effective and more than 40% reported having purchased products during the previous four weeks as a direct result of seeing them advertised on tv.

Leaders in various categories were Lincoln-Mercury, Knickerbocker beer, RCA television and Lucky Strike. Other products in the survey included instant coffee, cosmetics, deodorants, laundry soap, shampoo, soft drinks and toothpaste.

McCann-Erickson Promotes Haight to New Post

APPOINTMENT of George Haight to the newly-created post of director of television and radio programming for McCann-Erickson Inc. on the west coast, was announced last week. The appointment is effective immediately. Mr. Haight formerly was manager of tv and radio production in the agency's New York office.

MR. HAIGHT

Mary Harris has been appointed his successor as manager of tv and radio production. Miss Harris has been with McCann-Erickson for a year. Mr. Haight joined the agency in June 1954.

Mr. Haight, who will be responsible for all agency broadcast programming, will headquarter in Los Angeles and report to Terence Clyne, agency general executive and management supervisor of McCann-Erickson's tv-radio department in New York and Los Angeles.

Longines Buys Fall Tv Series Of 4 Monthly Shows on CBS

LONGINES-WITTNAUER Watch Co., New York, will sponsor a series of four monthly television shows, to be presented every fourth Saturday on CBS-TV, beginning Sept. 24, in the 11 p.m. to midnight slot, following the new "Jubilee" color spectacular, 9:30-11 p.m.

The series is entitled *Conquest—Man's Fight for Progress* and the watch firm, according to Alan Cartoun, vice president in charge of advertising, is now awaiting time clearance from CBS affiliates. The show will be a combination of film and live and will depict great achievements of mankind in aviation, medicine, communications, etc.

The series is planned in addition to the annual Longines Thanksgiving Day Festival of Music which will be presented again this year. Victor A. Bennett Co., New York, is the agency.

Sarnoff Heads Ad Federation's Advertising Week Committee

ROBERT W. SARNOFF, executive vice president of NBC, has accepted the chairmanship of the Advertising Federation of America's committee for National Advertising Week, Feb. 19-25, it was announced last week by Ben R. Donaldson, director of institutional advertising for Ford Motor Co. and chairman of the Advertising Federation of America, which is co-sponsoring National Advertising Week.

First meeting of the committee is Sept. 23 at the Advertising Club of New York to set the theme of the observance. Foote, Cone & Belding will again serve as the task force agency, with Roger Pryor, vice president in charge of radio and television for the agency, representing it on the committee.

Other members of the committee for National Advertising Week include: Ted Cott, general manager of DuMont owned and operated stations; Robert E. Kintner, ABC president; John Lacerda, John Lacerda Agency, Philadelphia; Tony Lasala, vice president, Geyer Adv.; John C. Ottinger, vice president, Bureau of Advertising-American Newspaper Publisher's Assn.; Mr. Pryor; Richard Scheidker, vice president, AAAA; Ralph Smith, vice president SSC&B; Kevin B. Sweeney, president, Radio Advertising Bureau, and J. L. Van Volkenburg, president, CBS-TV.

National Advertising week will be co-sponsored by AFA, the Advertising Assn. of the West and the U. S. Chamber of Commerce.

Empire Adv. Names Jaynes To Head All-Negro Dept.

EMPIRE ADV., Los Angeles, last week announced the opening of a Negro department, under the supervision of account executive William Jaynes, who formerly headed his own agency.

The Negro population in and around Los Angeles represents a $600 million market, Empire said, adding that the newly-created department will be staffed entirely by Negroes.

Mr. Jaynes said several radio stations in the area are programming for the Negro, including KOWL Santa Monica, KALI Pasadena and KPOP and KGFJ Los Angeles. The agency executive said the Negro population in Los Angeles will reach 350,000 by 1956 and noted 40% are home owners. Statistics also show 1.9 cars per Negro family, he added.

OKLAHOMA

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers may clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

OKLAHOMA	Total Farms	Farms With Tv	% Farms With Tv		Total Farms	Farms With Tv	% Farms With Tv		Total Farms	Farms With Tv	% Farms With Tv
Adair	1,590	207	13.0	Greer	1,026	120	11.7	Oklahoma	2,411	1,655	68.6
Alfalfa	1,406	575	40.9	Harmon	878	112	12.8	Okmulgee	1,720	765	44.5
Atoka	1,489	235	15.8	Harper	694	79	11.4	Osage	1,703	1,048	61.5
Beaver	1,275	91	7.1	Haskell	1,271	125	9.8	Ottawa	1,301	488	37.5
Beckham	1,572	285	18.1	Hughes	1,555	514	33.1	Pawnee	1,296	562	43.4
Blaine	1,620	843	52.0	Jackson	1,572	341	21.7	Payne	1,748	761	43.5
Bryan	2,117	367	17.3	Jefferson	909	351	38.6	Pittsburg	2,071	379	18.3
Caddo	2,888	1,607	55.6	Johnston	871	137	15.7	Pontotoc	1,608	667	41.5
Canadian	1,848	1,178	63.7	Kay	2,045	831	40.6	Potta-watomie	2,163	1,057	48.9
Carter	1,544	422	28.6	Kingfisher	1,658	1,017	61.3	Push-mataha	1,223	53	4.3
Cherokee	1,798	380	21.1	Kiowa	1,642	728	44.3	Roger Mills	1,158	107	9.2
Choctaw	1,617	187	11.6	Latimer	965	59	6.1	Rogers	1,929	868	45.0
Cimarron	559	52	9.3	Le Flore	2,541	238	9.4	Seminole	1,614	715	44.3
Cleveland	1,214	582	47.9	Lincoln	2,257	1,141	41.7	Sequoyah	1,774	257	14.5
Coal	793	165	20.8	Logan	1,666	762	45.7	Stephens	1,772	675	38.1
Comanche	1,477	686	46.4	Love	882	254	28.8	Texas	1,156	838	10.8
Cotton	1,041	491	47.2	McClain	1,404	784	55.8	Tillman	1,415	689	48.7
Craig	1,602	572	35.7	McCurtain	2,799	350	12.5	Tulsa	1,807	1,098	60.8
Creek	1,559	678	43.5	McIntosh	1,565	338	21.6	Wagoner	1,478	554	37.5
Custer	1,619	585	36.1	Major	1,593	430	27.0	Washita	2,447	934	38.2
Delaware	1,974	360	18.2	Marshall	563	102	18.1	Washington	757	358	47.3
Dewey	1,193	402	33.7	Mayes	1,836	637	34.7	Woods	1,323	381	28.8
Ellis	970	99	10.2	Murray	572	250	43.7	Woodward	1,104	168	15.3
Garfield	2,241	1,442	64.3	Muskogee	2,387	799	33.5	TOTAL	118,979	41,695	35.0
Garvin	1,860	885	47.6	Noble	1,322	697	52.7				
Grady	2,493	1,443	57.9	Nowata	1,080	342	31.7				
Grant	1,792	734	41.0	Okfuskee	1,297	419	32.3				

wherever particular timebuyers congregate...

Whether your preference is a vermouth cassis or a rollicking boiler-maker—that's *your* business. But so, too, is the successful placement of advertising messages where they'll get into the local bloodstream and elevate sales to gratifying heights.

This is why we commend to your attention some high-proof scuttlebutt that's going the rounds these days at such important timebuyers' *caravansaries* as Toots Shor's in the shadow of New York's Rockefeller Plaza. It deals with a greener pasture, seven counties wide in the State of Maine, with almost half a billion dollars of annual retail sales just waiting to be mowed. And *nothing* mows you a crop of it like the combination of WABI (radio) and WABI-TV. Ask some of the happy advertisers who are making themselves hay with this great team!

(As the aproned gentleman at left, above, puts it: "*A spot schedule without WABI and WABI-TV is like a gibson without an onion.*" An upped-periscope comment, sir, if ever there was one!)

wabi AM TV

Represented by: George P. Hollingbery—Nationally
Kettell-Carter—New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

Anderson & Cairns Announces Employe Profit-Sharing Plan

AN EMPLOYE stock distribution and profit sharing plan was announced last week by Anderson & Cairns Inc. It was described by its president, John A. Cairns, as one of the most liberal programs developed in the agency field.

Under the stock purchase program, employes with two or more years of service, can subscribe up to 5% of their income toward purchase of company stock. At the end of the calendar year, A & C will use 20% of its profits (before taxes) to match the individual's contribution. This sum then is applied toward the purchase of agency stock in his or her name at book value.

The profit sharing plan provides for the agency to distribute 30% of its net operating income, before taxes, to employes. Allotments will be prorated according to length of service and base salary.

According to Mr. Cairns, the plan will permit an orderly transfer of business control over a period of years from older to younger personnel. Other benefits already provided by Anderson & Cairns: Full cost of hospitalization and medical insurance group payments borne by the company, and a group life insurance operated entirely at the agency's expense.

B&B Elects John Morris V. P., Account Supervisor

A FORMER deputy police commissioner of New York City has been elected a vice president and account supervisor of Benton & Bowles Inc.

MR. MORRIS

The election of John H. Morris was announced Tuesday by William R. Baker Jr., chairman of the B & B board. Mr. Morris, with Kelly Nason Inc. for the past nine years and a vice president of that agency, also had been president of the Police Athletic League in New York.

Antell Names Tuers

APPOINTMENT of Harold Tuers as director of advertising for Charles Antell Inc. (hair products and cosmetics), Baltimore, was announced last week. In the past, Mr. Tuers has served as advertising manager for Harriet Hubbard Ayer, Erno Lazlo Co., Elizabeth Arden and Richard Hudnut, all cosmetic firms.

As director of advertising for Antell, Mr. Tuers will supervise all advertising activity for Antell products which include Formula 9, Super-Lanolin shampoo, Hair Spray and cosmetic products.

Grove Plans Radio Drive

RADIO will be used in 10 markets by Grove Labs to promote its Pazo pile suppositories and ointment. Sales vice president Russell A. MacDonnell announced last week that time had been cleared on 10 radio stations in 10 key markets for "the first major use of radio as a sales medium for a pile relief preparation." The spot campaign is in addition to a stepped-up newspaper and Sunday-supplement drive and is part of the biggest campaign in the firm's history. Authorities said copy will stress the stainless quality of Pazo and take "a positive approach to relief" rather than emphasize the pain and discomfort of hemorrhoids.

McCarty Adds Kimball Agency

THE McCarty Co., Los Angeles agency, last week announced expansion of its midwest office with the acquisition of the facilities and personnel of Abbott Kimball Co., Chicago. T. T. McCarty, agent president, said the enlarged Chicago staff was to begin operating from offices in the McGraw-Hill Bldg., effective last Thursday. McCarty Co. also has branch offices in San Francisco, Seattle, Dallas and New York.

NETWORK NEW BUSINESS

General Electric Co., lamp div., Cleveland, has signed as alternate-week sponsor with Dow Chemical Co. of *Medic* on NBC-TV (Mondays, three weeks out of four, 9-9:30 p.m. EDT), effective Sept. 12. Agency: BBDO, N. Y.

Maison Blanche (department store), New Orleans, signs for 12 five-minute newscasts daily on WDSU there, effective Sept. 11.

General Foods Corp. (Instant Swansdown Cake Mixes), White Plains, N. Y., will kick-off eight-week spot radio campaign Oct. 13, using women's shows and local daytime personalities primarily in 35 markets. Agency: Young & Rubicam, N. Y.

Procter & Gamble Co. (Cheer soap), Cincinnati, is set to launch spot tv campaign shortly, using 20-second and one-minute announcements in 50 markets, mostly in East. Agency: Young & Rubicam, N. Y.

Campana Sales Co., Batavia, Ill., appoints Erwin, Wasey & Co., N. Y., for Italian Balm hand lotion. Company is using time on Arthur Godfrey morning programs (CBS Radio, Mon.-Fri., 9:45-11:15 a.m. EDT) and radio-tv spots are contemplated. Agency also handles Campana's Ayds (diet aids).

Murine Co. (eye wash), Chicago, appoints J. Walter Thompson Co., same city. Broadcast plans not set but firm has used radio and reportedly has overall advertising budget of $220,000.

A&A PEOPLE

Roy J. Sandberg, Fred W. Pain and **Thomas B. Gilhooley** elected vice presidents, Western Adv. Agency, Chicago.

Walt E. Krueger, Mathisson & Assoc. Inc., Milwaukee, Wis., appointed executive administrator.

MR. KRUEGER

Robert P. Mountain, vice president, Young & Rubicam, N. Y., appointed radio-tv dept. director.

Michael K. Doherty, formerly with Pepsodent Div. of Lever Bros., N. Y., appointed advertising manager, products div., Bristol-Myers Co., N. Y.

COLORS

Advance Schedule Of Network Color Shows

CBS-TV

Sept. 24 (9:30-11 p.m. EDT) *Ford Star Jubilee,* "Judy Garland Show," Ford Motor Co. through J. Walter Thompson.

NBC-TV

Sept. 5-9 (11 a.m.-noon EDT) *Home.* Color inserts daily at 11:45 a.m.-noon (Also Sept. 12-16, 19-23, 26-30). Participating sponsors.

Sept. 6 (7:30-7:45 p.m. EDT) *Vaughn Monroe Show* (Also Sept. 8). Sustaining.

Sept. 11 (7:30-9 p.m. EDT) *Color Spread,* "Skin of Our Teeth." Participating sponsors.

Sept. 12-16 (5:30-6 p.m. EDT) *Howdy Doody* (also Sept. 19-23 26-30). Participating sponsors.

Sept. 17 (3:30-6 p.m. EDT) *NCAA Football,* U. of Miami vs. Georgia Tech. Participating.

Sept. 19 (8-9:30 p.m. EDT) *Producers Showcase,* "Our Town," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

Sept. 27 (8-9 p.m. EDT) *Milton Berle Show.* Sunbeam Corp. through Perrin-Paus Co. and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Frank Scharrer, account executive, Beaumont & Hohman, Hollywood, named office manager, succeeding **Jim Staples,** who resigns Sept. 16 with future plans unannounced.

Stella Lester, copywriter, marketing and sales development dept., Grey Adv., N. Y., promoted to dept. copy chief; **Fred Greene,** copywriter, McCann-Erickson, N. Y., to Grey copywriting and sales promotion staff.

Stanley Kakuno, salesman, to Larry Steven Agency, same city, as account executive.

Bob A. Wolf, formerly advertising manager, Gate City Sash & Door Co., Ft. Lauderdale, Fla., to Hutchins Adv. Co., Rochester, N. Y., as assistant account executive.

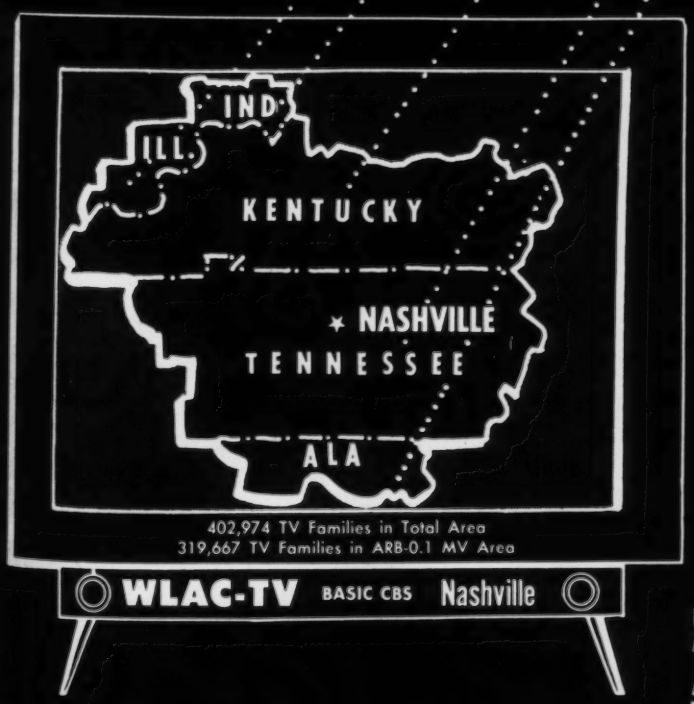
Ralph Rende, formerly with Welch Grape Juice Co., Westfield, N. Y., to merchandising staff, Weightman Inc., Phila., as in-store operations director for some grocery clients, effective Oct. 3.

Robert A. Lundholm, formerly military service specialized equipment technical handbook writer, Power Generators Inc. (industrial consultants), Trenton, N. J., to copy dept., Gray & Rogers, Phila.

Martin Boss, manager, Seattle office of Pacific National Adv. Agency, elected a vice president.

MORE TOWER—
MORE POWER—
Delivers
A NEW
Multi-Market
AREA!

319,667 ARB TV HOMES



	STA. Z	STA. Y	CHANNEL 5
HEIGHT IN FEET ABOVE GROUND	247	578	1,179
ABOVE AVE. TERRAIN	690	680	1,367

THE SOUTH'S GREAT **MULTI-MARKET** STATION

NATIONAL REPRESENTATIVES: THE KATZ AGENCY

CUBA CLAIMS TV INTERFERENCE; WANTS ALL-UHF IN MIAMI

Goar Mestre, head of island's CMQ-TV Network, charges WTVJ (TV) comes in like a local signal there, interferes with CMUR-TV. He asks quick negotiation to prevent international ruckus.

A TELEVISION storm in the Florida Straits appeared in the making last week as Miami and Cuban stations became the center of allocations and interference charges and countercharges. Core of the controversy: Whether Miami should be partly or wholly de-intermixed.

Three principal developments arose during the week:

• Goar Mestre, president of CMQ-TV Network in Cuba, said WTVJ (TV) Miami, ch. 4, is giving his competitor's Havana ch. 4 outlet (CMUR-TV) "a pretty bad time of it," with chs. 2, 7 and 10 interference troubles approaching (see letter this page). He suggested Miami be a uhf-only city.

• WGBS-TV Miami and WITV (TV) Fort Lauderdale, uhf outlets, jointly asked the U. S. Court of Appeals (D. C.) to upset FCC's denial of a request that the Commission hold up Miami chs. 7 and 10 final decisions pending adoption of a national uhf-vhf de-intermixture policy.

• Mitchell Wolfson, president of WTVJ (TV) Miami (ch. 4), said reports of Cuban interference to WTVJ's coverage are "highly exaggerated."

The controversy took a diplomatic aura when it became known that FCC, at Cuba's request, is investigating the matter at the staff level.

If Cuba's fears are realized, a separate television NARBA loomed as a possible way to work out the matter.

The WGBS-TV and WITV court action asks that FCC be enjoined from issuing final decisions in the two Miami vhf hearing cases involving chs. 7 and 10. WGBS-TV is operated by Storer Broadcasting Co., WITV by Gerico Investment Co.

Initial FCC examiners' decisions would grant ch. 7 in Miami to Biscayne Television Inc. (Cox and Knight newspapers and Niles Trammell, ex-NBC president) and ch. 10 to WKAT Miami.

Mr. Mestre wrote B•T that Cubans "are deeply concerned" over interference and the "lack of proper planning and cooperation between our two countries."

He cited the NARBA situation (pertaining to am band allocations among North American nations), which he said "is hopelessly messed up" but claimed everything possible should be done to avoid a similar television situation.

"Another NARBA situation could be avoided by acting intelligently while there is still time to do so," Mr. Mestre wrote, citing a recent meeting of Cuban Assn. of Radio & Television Broadcasters. He submitted a blueprint showing that airline distances between Miami and Cuban cities range between 207 miles in the case of Matanzas to 238 miles for Havana. When the association sought government action, Dr. Antonio Marti met with FCC representatives. Dr. Marti conferred with Comr. Rosel Hyde June 24 as well as with other FCC executives. He was told that FCC would "study the matter."

It was learned that FCC has thus far not considered a report on Cuban interference, but Mr. Mestre notes that Dr. Marti felt convinced no further Miami decision would be handed down by FCC pending its study of the problem, but added this was an overly-optimistic view.

Mr. Wolfson told B•T, "We have experienced no interference to any appreciable degree from CMUR-TV on ch. 4 Havana. Reports to that end are highly exaggerated."

He said offset carrier arrangements for the ch. 4 aural signal are in effect between WTVJ and CMUR-TV as well as WMBR-TV Jacksonville, Fla., also on ch. 4.

In going to federal court, WGBS-TV and WITV cited a letter sent to Storer Broadcasting Co. July 27 by FCC Acting Chairman E. M. Webster. This letter answering a Storer letter dated April 14, submitted by McKenna & Wilkinson, which asked that the request for uhf-only commercial assignments in Miami (later amended to partial vhf-uhf) become a part of the record in the ch. 7 and 10 proceedings and that final action in these vhf cases be deferred until a national de-intermixture policy evolved.

Acting Chairman Webster held the requests were not appropriate, and noted the chs. 7 and 10 grants were not final. He added the de-intermixture plea will be held in abeyance pending decision in de-intermixture cases affecting areas other than Miami-Fort Lauderdale.

The uhf stations told the court FCC had instituted five proceedings for de-intermixture (Hartford, Conn.; Evansville, Ind.; Peoria, Ill.; Albany-Schenectady-Troy, N. Y., and Madison, Wis.) and had announced it would adopt general policy on de-intermixture to be uniformly applied. They noted that FCC Chairman George C. McConnaughey had testified in July before the Senate Interstate & Foreign Commerce Committee that FCC was not making vhf grants in cities where uhf de-intermixture petitions had been filed. They alleged that in 13 other cities where de-intermixture petitions were pending, the FCC had not issued final decisions on vhf applications and had not indicated it would.

The Miami tv situation lines up like this: WGBS-TV ch. 23; WITV ch. 17 (Fort Lauderdale, 25 miles away); WMFL, ch. 33 (authorized, no target date set); WTHS-TV ch. 2 (non-commercial education, no target date set); WTVJ ch. 4; initial recommendation to Biscayne Television Inc. ch. 7; initial recommendation to WKAT Miami ch. 10.

Among Cuban stations involved in potential interference are Mestre stations CMBF-TV Havana and CMQ-TV Havana ch. 6 (CMQ-TV network includes CMJL-TV Camaguey ch. 6, CMGQ-TV Matanzas ch. 9, CMHQ-TV Santa Clara ch. 5, CMKU-TV Santiago de Cuba ch. 2 plus permits for Ciego de Avila ch. 2 and Holguin ch. 8); Amadeo Barletto group, including CMA-TV Havana ch. 2, CMUR-TV Havana ch. 4, CMG-TV Santa Clara ch. 3, (CMTV (TV) Havana ch. 11 suspended operation but is to resume on ch. 10, original CMTV equipment having been purchased in 1953 from George B. Storer who had originally planned to operate station); Barletto group holds permits for Santa Clara ch. 10, Camaguey ch. 4 and 11, Holguin ch. 3 and 12, and Santiago de Cuba ch. 5 and 13; permits pending for Ciego de Avila ch. 10 and Santiago de Cuba ch. 7.

TEXT OF THE GOAR MESTRE LETTER

DANGER of international haggling over interference between Cuban and Miami television stations is foreseen by Goar Mestre, president of the CMQ-TV tv network in Cuba (see Cuba-Miami story this page). He proposed that Miami be designated as a uhf-only market.

In a letter to B•T, Mr. Mestre wrote: "I am taking the liberty of writing to you in the belief that your publication offers the best possible means of focusing attention on a situation over which we are deeply concerned, here in Cuba, and which I consider is of sufficient importance to, perhaps, warrant editorial comment from you."

Referring to a June visit to the FCC by Dr. Antonio Marti, deputy of the Ministry of Communications, Mr. Mestre said Dr. Marti returned "confident that the FCC would not make another move" regarding Miami grants without "really investigating" the situation.

Text of Mr. Mestre's comments about the interference situation follows:

"The extent to which the broadcasting industries in the United States and Cuba have suffered in the past few years, due to lack of proper planning and cooperation between our two countries, has been tremendous, as I am sure you well know. The NARBA agreements have failed to solve the problem, either because we waited too long to sit around a table and discuss our mutual problems, or because our respective countries and industries have not attached to it all the importance that it deserves.

"The NARBA situation, however, is so hopelessly messed up at the present time that I wouldn't dare even venture an opinion on

THESE photos were submitted by Goar Mestre to show how well WTVJ (TV) Miami ch. 4 signals are received in Cuba. Photos were taken in Havana studios, according to Mr. Mestre.

CHANNEL 8

WISH-TV

INDIANAPOLIS

1,000 FOOT TOWER

316,000 WATTS

CBS TELEVISION

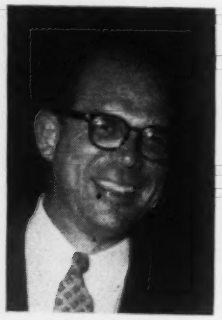
SEE THE
BOLLING COMPANY
FOR
AVAILABILITIES

the most popular programs
in the Indianapolis area
are now on WISH-TV

what should be done now to correct the present chaotic situation, but I do feel that we all have a great responsibility in doing everything possible to avoid a similar situation that, from all indications, is about to arise in the television industry.

"When television started in Cuba five years ago, we felt that at last we were confronted with a communications medium which would be free of all international interference because tv waves were only supposed to travel as far as the horizon. Now we all know how little we knew about the propagation of vhf or uhf at that time and, of course, I need not comment any further on this phase of the problem.

"For the past several months we have been observing the interference which is being caused to ch. 4 in Havana, by WTVJ (TV)'s ch. 4 in Miami, particularly since they went to full power and a 1,000 ft. antenna. My competitors on ch. 4 in Havana have really been having a pretty bad time of it and, of course, they are about to complete a new installation with which they hope to correct somewhat this unfortunate situation. I am pretty sure, however, that in trying to solve their problem they are going to cause interference on WTVJ's ch. 4 in Miami. Now, in the light of certain new grants that I understand the FCC is about to make for the city of Miami, this problem becomes more important to us because ch. 7 is involved and, as you know, we operate a tv station on ch. 7 in the city of Havana.



MR. MESTRE

"Reading in B•T now and other trade publications about the various proposals that have been made for de-intermixture in certain markets in the United States, it occurred to us that another NARBA situation could be avoided by acting intelligently, while there is still time to do so, and the Cuban Assn. of Radio & Television Broadcasters took the matter up not so very long ago with our government in an endeavor to prove to them that, regardless of what new grants are made for the city of Miami, interference is bound to be caused to anyone of nine Cuban stations operating in the cities of Havana, Matanzas and Santa Clara and we respectfully requested of our Ministry of Communications that they take the matter up with the FCC, through the proper diplomatic channels to see if partial or complete de-intermixture could not be decided for the city of Miami where there is only one vhf station and, to the best of our knowledge, already two uhf stations.

"Attached herewith you will find a copy of a blueprint that was submitted to our Ministry of Communications in which you will find the air distances between the city of Miami and the cities of Havana, Matanzas and Santa Clara. Also the channels already in use in these three cities, the antenna heights above sea level and the ERP of each one of these stations.

"We understand that there is some likelihood of ch. 2 (educational), 7 and 10 being granted in Miami and . . . you will find that if there is trouble today on ch. 4, very likely there will be trouble also on chs. 2, 7 and 10. Regarding ch. 10 which, I notice now, does not appear on the enclosed chart, I would like to point out that the Ministry of Communications just this last week authorized ch. 11 in Havana to move to ch. 10, thus making it possible for ch. 11 to be used in the city of Matanzas, so we are really talking about a total of 10 Cuban stations and not nine as previously stated above.

"Just to prove to you how serious this situation is, I am sure you will recall that last year considerable publicity was given to the fact that we offered the World Series baseball games to the Cuban public by using an airplane which we equipped with a transmitter and flew above Varadero beach at an altitude of about 10,000 ft., in which we picked up the signal of WTVJ ch. 4 in Miami, relayed it to a ground receiving post in Matanzas and then sent it on by microwave to Havana and the rest of our network.

"What is not generally known is that before deciding on the plane idea, for many months, we had been picking up WTVJ regularly almost every afternoon between 1 and 5 p.m., at our transmitter site in the city of Matanzas. It is not known either, that during one of the games our power generator on the plane failed while there were a couple of men on base and a very good hitter up at bat. We saved the situation, without the public ever realizing it, by switching from the airplane to our receiving antennas located at the transmitter site. Fortunately, at that time WTVJ was coming in like a local station!

"Needless to say, we decided on the airplane so as not to take any chances, but I am sure you will be interested to know that when we offered Gillette the broadcast of these games, the top-brass at Gillette refused to buy it because they felt that the Gillette Co. could be hurt if our scheme did not come through as we expected and, consequently, they insisted that they wanted to telecast in Cuba kinescopes of the games made in Miami. Furthermore, they went as far as to deny us authorization to pick up the games and telecast them in Cuba in the manner in which we finally did, as described above.

He Makes His Point

"It was necessary for me to use some rather harsh and impolite language to make my point and, finally, a compromise was arrived at and a Gillette representative was sent to Havana to observe the WTVJ ch. 4 signal that was coming in, without any airplane involved, regularly every afternoon, from our receiving post in Matanzas.

"Attached herewith you will find photographs which were taken on the day that the Gillette representative was here, in our studios, looking at WTVJ, after, for the purpose of this demonstration, ch. 4 in Havana kindly agreed to go off the air for approximately half hour, in order for us to carry out the demonstration to its ultimate success. In view of what was shown to them here, Gillette agreed to let us go ahead with our plan and the baseball games were telecast with unbelievable success.

"After our meeting with government officials here in Cuba, not so very long ago, the Cuban deputy of the Ministry of Communications, Dr. Antonio Marti, made a trip to Washington and personally discussed this matter with representatives of the U. S. FCC. Dr. Marti urged the de-intermixture of the Miami area as a solution which would not appreciably disturb allocations in the United States. It would not be unfair to new operators in Miami and adequate protection would be provided to both Cuban and U. S. broadcasters.

"We all felt here that it would be much easier and much more sensible to solve these difficulties before they happened, which is to say before additional Miami tv stations began operating on channels which are now being used in Cuba. Dr. Marti urged the FCC to send a representative to Cuba to investigate propagations in these latitudes and he came back confident that the FCC would not make another move regarding possible grants for the Miami area without first really investigating the situation to which I refer in this letter.

"I have today information that leads me to believe that Dr. Marti came away embued with too much optimism because it seems that the FCC is going ahead with complete disregard of what believe me is a very, very serious situation. Through you, I feel that the Cuban broadcasters as well as the Miami viewers who will suffer from interference of Cuban stations, have the only opportunity of having this matter called to the attention of those who have the responsibility and obligation of doing something about it.

"I feel that in publicizing this situation you would be rendering a great service to both the American and Cuban broadcasters and viewers because, needless to say, under these circumstances it should not be surprising to expect that the Cuban stations will install whatever equipment and facilities are necessary to assure satisfactory service to the viewers. Interference works both ways and what I am afraid of is that a condition will be created which will require difficult, lengthy and unfruitful negotiations. Again I remind you of NARBA."

KTRH Names Bryan Manager, Bright Asst. to Head Sales

WILLIAM CLARK BRYAN has been named manager of KTRH Houston, effective Sept. 15, according to B. F. Orr, president of KTRH Broadcasting Co. In addition, the appointment of Ray Bright, who has been with the station over 20 years, as assistant manager in charge of sales, was announced.

Mr. Bryan replaces Ray Herndon, who left the station to become manager of KMID-TV

MR. BRYAN MR. BRIGHT

Midland, Texas. He began his radio career in 1926, while still in college, as program director of WACO Waco. Since then Mr. Bryan has had several jobs in radio, taking time out for Marine Corps service during World War II.

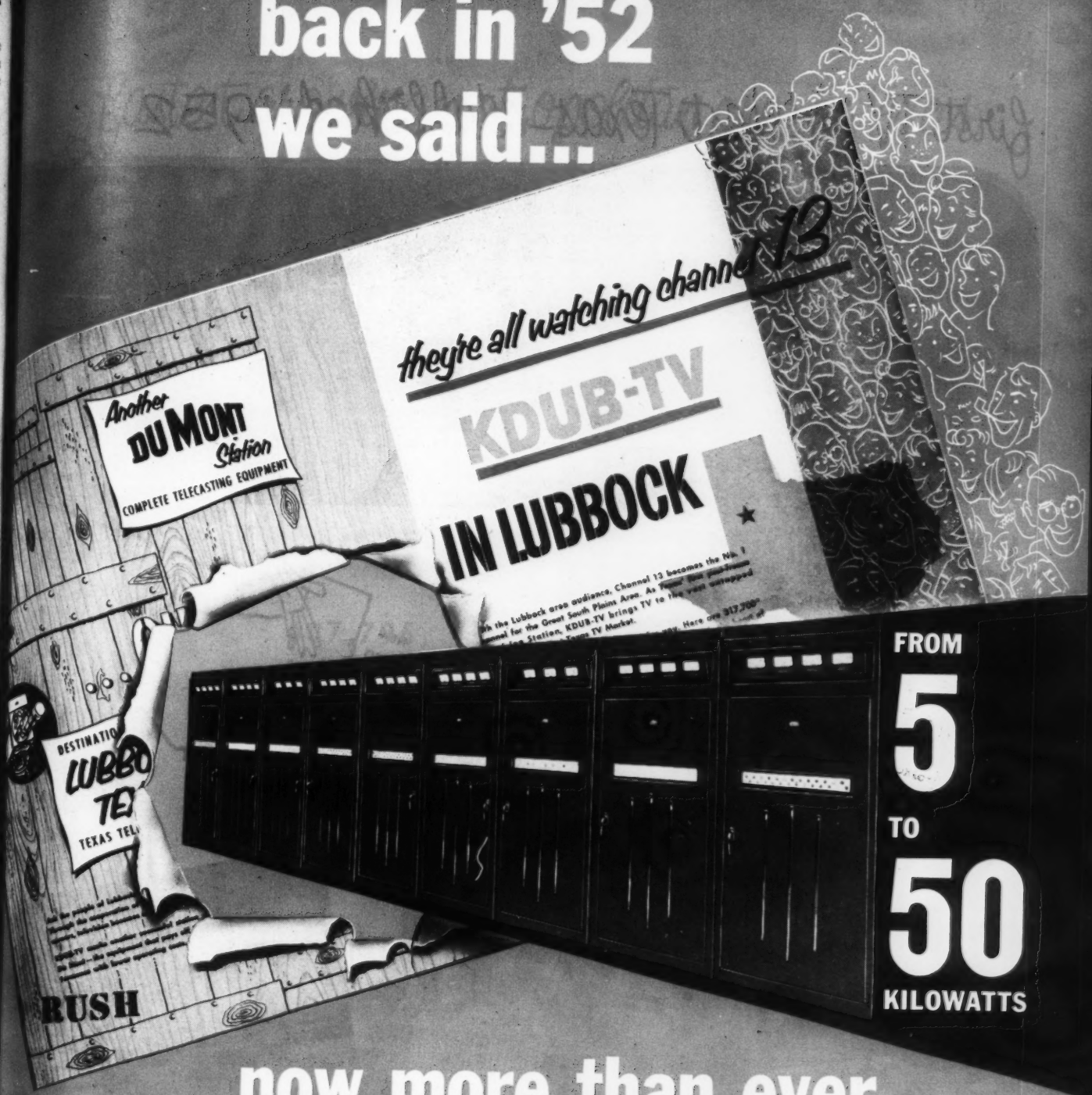
Before coming to KTRH, he was vice president in charge of radio-tv, A. S. Black advertising agency, Houston.

WWJ-TV Announces Sales Promotions

PROMOTION of three members in the sales department of WWJ-TV Detroit has been announced by Edwin K. Wheeler, general manager of the *Detroit News* stations, WWJ-AM-TV.

Wendell B. Parmelee moves up from national sales manager for tv to tv sales development manager. Ray W. Colie was promoted from the sales staff to Mr. Parmelee's former position and Assistant Tv Sales Manager Douglas L. Sinn has been named local tv sales manager.

back in '52 we said...



FROM 5 TO 50 KILOWATTS

...now more than ever

With the recent delivery of a new Du Mont 50 KW television transmitter, KDUB-TV, Lubbock, Texas, extends its range to reach an even greater audience.

The excellent performance record of the original KDUB-TV Du Mont 5 KW transmitter is reflected in the purchase of the new 50 KW model. KDUB-TV now joins the ever-increasing list of television stations that have started and grown with Du Mont television broadcasting equipment.

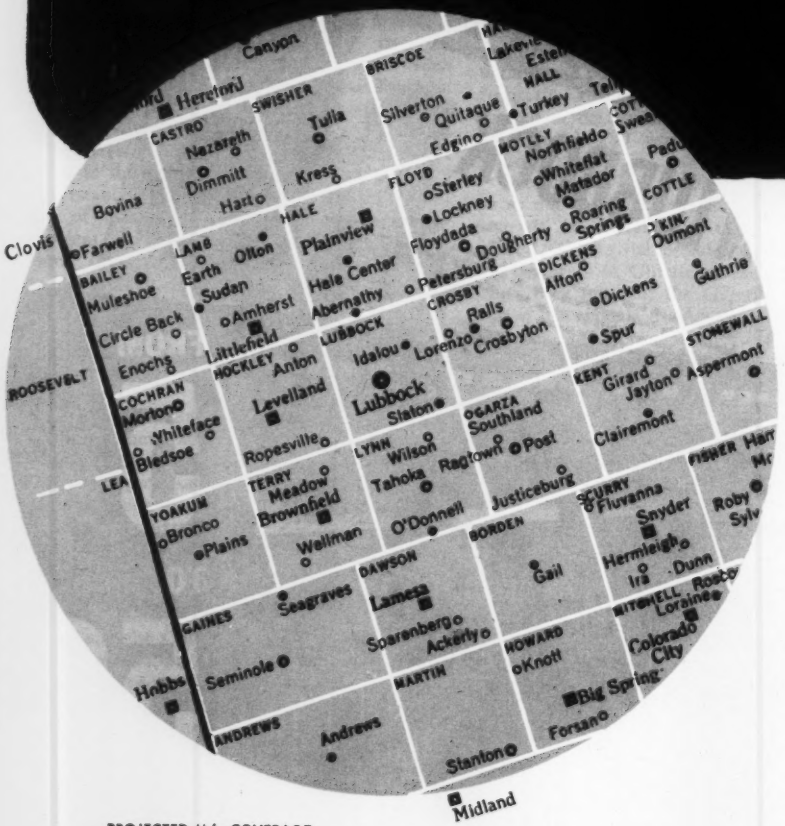
DU MONT® Television Transmitter Department, Allen B. Du Mont Laboratories, Inc., Clifton, N. J.

KDUB-TV

first TV in West Texas—established 1952

welcome to the longest, richest reach —

316



PROJECTED M/v COVERAGE

KDUB-TV STUDIOS & OFFICES

Maximum coverage increase (38 rich counties) plus consistently high audience rating ranks KDUB-TV as TEXAS' BEST TV BUY! KDUB-TV assures the greatest audience in a unique area where TV carries maximum impact because of lack of competitive forms of entertainment

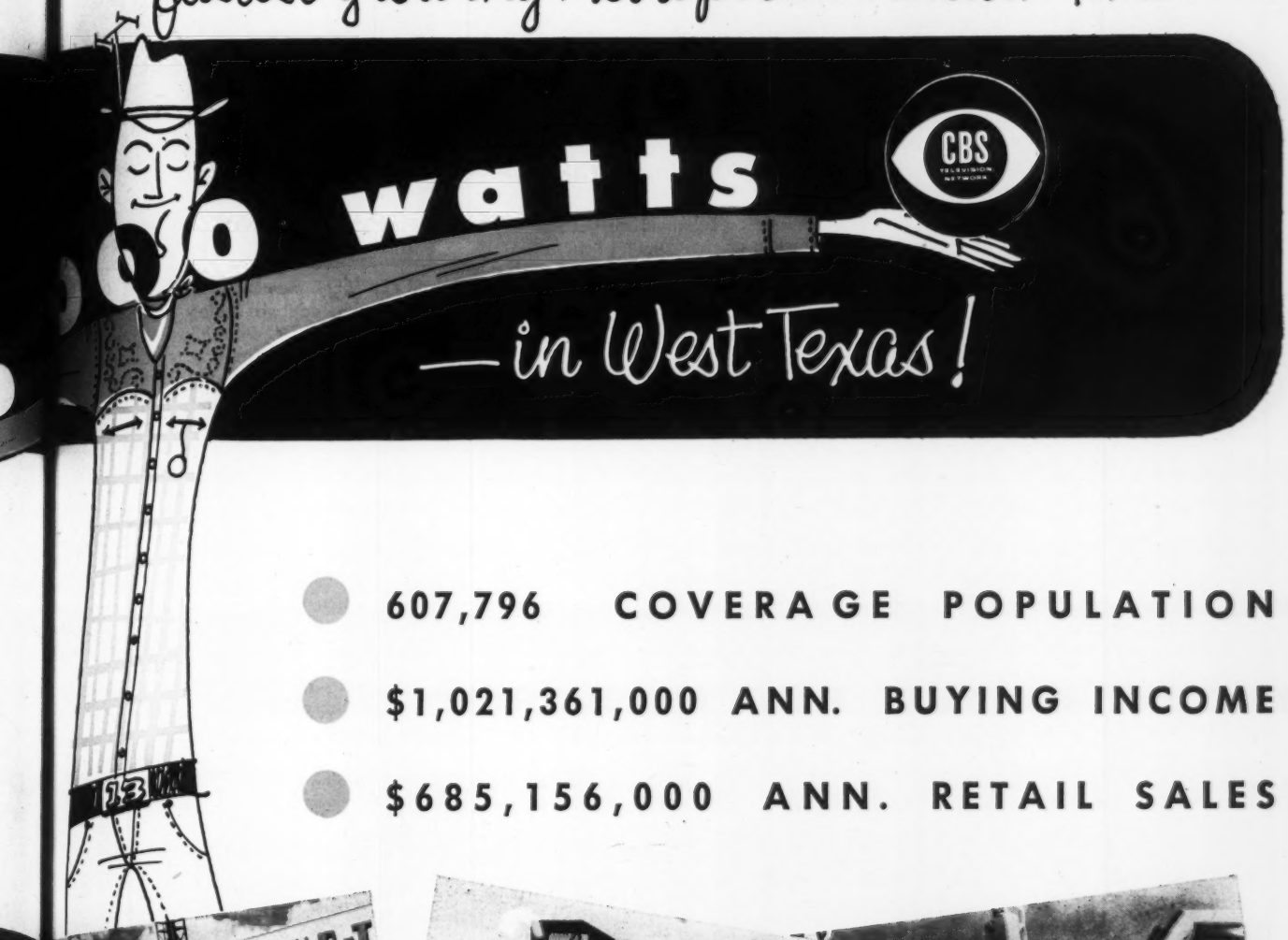
Here are your new bonus selling factors due to power increase:

		PERCENT INCREASE
Coverage Population	607,796	35%
Families	168,000	34%
Effective Buying Income	$1,021,361,000	35%
Per Family Income—Lubbock	$6,338	
Retail Sales — Total	$ 685,156,000	25%
Food Sales	137,483,000	30%
Gen. Mdse. Sales	56,116,000	16%
Furn., Radio, Household Sales	29,390,000	16%
Automotive Sales	176,650,000	17%
Drug Sales	22,248,000	23%

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC. • PRESIDENT
GEN. MGR., W. D. "DUB" ROGERS, GEORGE COLLIE, NAT'L. SALES

LUBBOCK

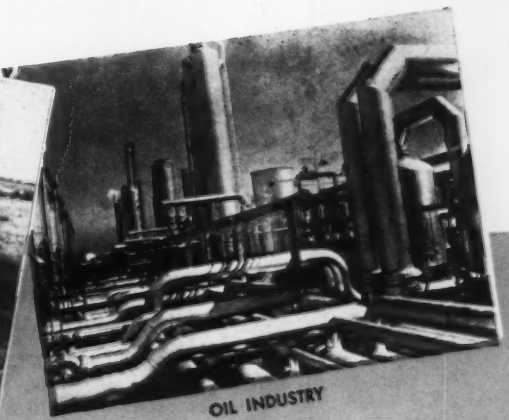
fastest growing metropolitan area in Texas



- 607,796 COVERAGE POPULATION
- $1,021,361,000 ANN. BUYING INCOME
- $685,156,000 ANN. RETAIL SALES

REMOTE UNIT

MECHANIZED COTTON FARMING



OIL INDUSTRY

June 1955 Sales Management's City-National Index shows Lubbock fourth in the Nation in retail sales gains. Lubbock rolled up the biggest volume of construction EVER for the year's first quarter. Thirty Million construction dollars will be spent in the Lubbock area this year, and more single-family houses will be completed than EVER BEFORE!

In its population bracket (138,000-151,000) Lubbock ranks 11th in population but 1st in BUYING INCOME, 1st in PER CAPITA INCOME, and 1st in PER FAMILY INCOME.

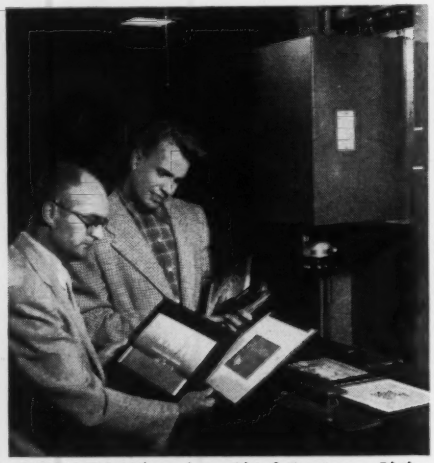
WTMJ-TV SHOWS OWN-DESIGN COLOR BALOP

New unit bypasses need for slides, is said to be relatively inexpensive. It offers special advantages for the local or regional advertiser.

COLORBAL, a balop unit developed by WTMJ-TV Milwaukee engineers to transmit color art work from opaque cards, was demonstrated to advertisers and agencies of the Milwaukee area by the station Wednesday and Thursday at the ch. 4 outlet's Radio City studios there.

The Colorbal unit, which also transmits black-and-white art work from balop cards, is said to "completely bypass" the "expensive and uncertain" photographic techniques of color transparency slides. The WTMJ-TV color balop unit was developed over several months by the station's engineering department under the supervision of Chief Engineer Phillip B. Laeser.

Utilizing one scanning tube and three photoelectric cells, the Colorbal unit is said by station spokesmen to be relatively inexpensive compared to image orthicon or vidicon tubes. WTMJ-TV equipment already includes a live color camera, a 16mm color film camera and a 2x2-inch color slide unit.



WTMJ-TV Milwaukee Chief Engineer Phillip Laeser (l) and Ed Stenzel, staff artist, stand by the new Colorbal unit developed by the station to transmit color from balops, thus by-passing the color slide method. The balop frames they are holding and those in the track under the Colorbal unit hold cards varying in size up to 7½x10 inches, and may be larger if necessary.

The Colorbal card, to allow the artist more space for freedom of design, is increased over the regular balop size to 7½ x 10 inches, with a half-inch safety area running around the card inside the frame leaving an area of 6½ x 9 inches. Cards are mounted on the regular 12x12-inch balop frame.

Colorbal thus will offer the local or regional advertiser several advantages, WTMJ-TV spokesmen say. For the first time, point-of-sale art work as well as cut-outs and paste-ups from other media in color may be used with little preparation. Heretofore color messages had to be reduced to 2x2-inch transparent slides, with the color not always reproducing faithfully.

The new unit obviates the necessity of waiting a week or more for processing the artist's work to a color transparency, the station said. The artist may even draw simple pictures with colored chalk and these may be transmitted the moment they are finished, according to WTMJ-TV.

Colorbal makes it possible to dissolve from a live studio shot to color balop, from a color film to color balop, or from a slide. Superimpositions of all types also are possible, and small products, packaged or unpackaged, may be transmitted by the Colorbal unit when placed against a black background to keep out colored shadows, station spokesmen say.

The 7½x10-inch color balop card size may be increased or decreased without difficulty for transmission on the Colorbal unit.

The track for the balops must be kept hooded since ambient incandescent light in the room generates a "flaky" noise in a color electronic system. For this reason "flopovers" cannot be used by the Colorbal unit as it is presently set up, according to Mr. Laeser.

WTMJ-TV spokesmen said the Colorbal unit can be made ready for operation in considerably less time than it takes to set up color film or a live color camera.

Mr. Laeser said WTMJ-TV as early as 18 months ago had asked outside research and manufacturing organizations to develop a suitable color balop unit but had been told it could not be done. The station then went ahead on its own.

Station spokesmen said they felt a color balop system would have to be developed, both as a quicker and less expensive way of transmitting color art work and because it was foreseen that the increasing size of tv pictures and the advent of color, together with the disadvantages of art work produced on a small scale and of color transparencies, made such a deveolpment a necessity.

The WTMJ-TV presentations last Wednesday and Thursday, titled "New Horizons," showed area advertisers and agencies what their own messages would look like in color through the use of Colorbal.

The three dozen balop demonstrations included clip-outs from magazines and the station's affiliated *Milwaukee Journal* and point-of-sale and studio-produced art work.

The advertisers were told that for "a limited time there will be no color charge whatsoever," and that:

"To help you get your clients started in color, WTMJ-TV will present your spots within and adjacent to NBC network and locally originated color programs at no additional charge this fall."

Fire Damage Repaired; WCOV-TV Returns to Air

WCOV-TV Montgomery, Ala., returned to the air Aug. 25 after an absence of 20 days due to a $350,000 fire [B•T, Aug. 8]. The transmitter room, production booth, film room and one studio were completely destroyed, and every item of technical equipment had to be replaced, according to General Manager Hugh M. Smith.

RCA rushed a truckload of equipment to the ch. 20 outlet the day after the fire and also sent three specialists to help with the installation.

"Story of the Fire," a special telecast, was given the night the station returned to the air. Pictures of section of the building burned were shown, followed by pictures after reconstruction.

WCOV-TV operates with 200 kw and is affiliated with CBS and ABC.

SEVENTEEN members of Free & Peters Inc., new national sales representative for WWJ-AM-TV, Detroit, were guests of the stations for a one day television sales clinic and party. Enjoying the party, which followed a special closed-circuit tv show are: (l to r) H. Preston Peters, president of Free & Peters; Edwin K. Wheeler, WWJ general manager; Marie Fortier, hostess, and Lloyd Griffin, F&P tv vice president.

TV BOXING CONTROVERSY PROBED BY GRAND JURY

Investigation will determine whether managers guild is guilty of trade restraint in prohibiting members to take part in WEWS (TV) studio fights.

A FEDERAL grand jury in Cleveland will begin probing this week into the controversy over televised studio boxing matches. The investigation stems from a dispute between the International Boxing Managers Guild and professional fighters who have participated in matches staged live in WEWS (TV) Cleveland studios [B•T, April 25].

The probe is expected to focus on rules of the IBMG which reportedly prohibit members from matching their fighters in studio fights. The investigation will be aimed at possible violations of antitrust laws against restraint of trade. The Great Lakes office of the Justice Dept.'s antitrust division has had subpoenas issued for 17 Cleveland and Akron boxing figures, it is reported.

As a result of the controversy, 10 managers and trainers have been expelled from the IBMG, which instructed members to picket the WEWS shows. This has been done until lately. Most of the recent WEWS fights have been matched by a group of the IBMG expelled members who formed an independent organization in Akron.

Last April it was reported fighters who participated in the WEWS events were allegedly threatened with loss of outside engagements. At that time Rep. William Minshall (R-Ohio) asked the Justice Dept. and the FCC to look into the matter. The WEWS fights are staged under the official sanction of the Cleveland Boxing Commission.

Two possible results could come of the investigation. The grand jury could decide the IBMG rule and its picketing of WEWS fights does not warrant federal action or it could find the organization's actions violated antitrust laws. If criminal action were warranted, the grand jury could indict the principals.

The WEWS fights, sponsored by the P.O.C. Brewery, are produced by Herman Spero.

SOLD!

BIG MARKETS! SMALL MARKETS! ALL MARKETS!

"MOVIELAND"

HURRY! HURRY! HURRY!

Frankly, we're overwhelmed!

The response to MOVIELAND has been great... far greater than even we expected.

Within ten days after our opening announcement, dozens of contracts have been signed!

So hop on the MOVIELAND bandwagon — it's really rolling! Station after station is getting associated with ASSOCIATED. Put Your Order In NOW! Wrap Up Your Market!

ASSOCIATED ARTISTS' JUST RELEASED NEW GROUP OF FIRST-RUN FEATURE MOVIES FROM 5 MAJOR HOLLYWOOD STUDIOS!

LI-TV
KDAL-TV Duluth, Minn.
W-TV
KTVH-TV Hutchinson, Kan.
O-TV

CKLW-TV Detroit
KPIX San Francisco
WFAM-TV Lafayette, Ind.
WHO-TV Des Moines, Iowa
KONA-TV Honolulu, Hawaii

WABI-TV Bangor, Maine
KVOS Bellingham, Wash.
KMBC-TV Kansas City, Mo.
WXEX-TV Petersburg, Va.
WATR-TV Waterbury, Conn.

KOIN-TV Portland, Oregon
WMBR-TV Jacksonville, Fla.
WGBI-TV Scranton, Pa.
WKRC-TV Cincinnati, Ohio
WISH-TV Indianapolis, Ind.

WT
WI
KA

—and they're still rolling in!

NEW YORK
345 Madison Ave.
MUrray Hill 6-2323

CHICAGO
203 North Wabash
Dearborn 2-4040

DALLAS
310 So. Harwood St.
Randolph 7736

LOS ANGELES
1908 So. Vermont Ave.
Republic 2-3016

ATLANTA
Barbizon Towers,
35 Lombardy Way N.E.
Elgin 3028

AAP

ASSOCIATED ARTISTS PRODUCTIONS

NATIONAL SPOT, LOCAL CHICAGO BUSINESS BOOMS

Increase is especially noticeable among WGN-TV and network o&o stations WNBQ (TV), WBKB (TV) and WBBM-TV.

NATIONAL spot and local business is booming for fall on the Chicago tv station front, particularly among network o&o's, on the basis of reports received by B•T the past fortnight.

New orders and renewals have been received by NBC o&o WNBQ (TV), ABC o&o WBKB (TV), CBS o&o WBBM-TV, and WGN-TV.

WBBM-TV reported it has completely sold out its live production, *In Town Tonight*, across the board after months of part sponsorship. New lineup includes, in addition to Magikist Cleaners (through D. A. Greenwood agency) on Mon.-Fri., these new accounts: Toastmaster Div. of McGraw Electric (Erwin, Wasey & Co.), Thurs., starting Sept. 15, and Hamilton Glass Co. (Herbert S. Laufman & Co.) and Holloway House Frozen Foods (Henri, Hurst & McDonald) on alternate Thurs., starting Sept. 27 and Oct. 11, respectively, and P. Lorillard Co. (Old Golds, through Lennen & Newell), on Fri., starting Aug. 26.

WNBQ (TV) announced the sale of a 30-minute film and seven five-minute stanzas as new business, plus some renewals. Among spot advertisers for new programs were Canada Dry Ginger Ale Inc. (through J. M. Mathes for *The Weatherman*, 13 weeks) and Florida Citrus Commission (through Benton & Bowles, for Len O'Connor news, 26 weeks). Jewel Food Stores (through Christiansen Adv. agency for Dorsey Connors 18 weeks) and Harris Lumber Co. (through Olian & Bronner for *Paragon Playhouse* film 13 weeks) were new local accounts.

Among renewals at WNBQ were Emerson Drug Co. (for Bromo Seltzer, Lennen & Newell, *Science Fiction Theatre* 17 weeks); Sidney Wanzer & Son (for milk, through George Hartman Co. for *The Weatherman* 46 weeks), and First Federal Savings & Loan Assn. (through Campbell-Mithun Inc. for Dorsey Connors 13 weeks).

Earlier spot purchases and renewals were E. I. duPont deNemours & Co. (new, through BBDO, Frank Leahy show 10 weeks); Armour & Co. (renewed through Tatham-Laird for *The Weatherman* 52 weeks), and RCA (renewal of *Let's Look at Sports* 22 weeks).

WBKB reported, renewal for 52 weeks (through Malcolm-Howard) of the *Courtesy Hour* variety show from Sept. 2. It also has announced new business in orders from North Grand Motors, Redi-Wip Co. (Roy S. Durstine Inc.), Motherwell Motors (Gray-Schwartz Adv.), Quaker City Chocolate Co. (Adrian Bauer Adv.), Glenn Motors (Rocklin-Irving Assoc.), Kitchen Art Foods (Wright-Campbell) and George Roper Corp. (Cunningham & Walsh). All are for filmed or live shows.

WGN-TV reports flurry of new business too. In spot field new purchases have been recorded for Theodore Hamm Brewing Co. (through Campbell-Mithun for *Championship Bowling* 26 weeks), O'Cedar Corp. (through Turner Adv. agency for *City Detective*) and renewal by Koolvent Metal Awning Corp. (through Herbert S. Laufman Co. for St. Nicholas-Du-Mont fights). Mages sport stores renewed (Malcolm-Howard) feature film series, and Oklahoma Oil Co. bought a new two-hour film.

Other Accounts

Other national business includes Petri (Italian Swiss Colony Wine, through Honig-Cooper, for *Racket Squad* 39 weeks); Chicago Federal Savings & Loan Assoc. (Critchfield & Co. for *Life With Father* 26 weeks); Standard Oil Co. (through D'Arcy Adv. Co., for *Chicago Bears Quarterback Club* 13 weeks); Charmin Paper Mills (Campbell-Mithun for *Badge 714* 26 weeks), and Ward Baking Co. (J. Walter Thompson for children's show 13 weeks).

Among local accounts with new orders on WGN-TV are Howard Motors (through Robert A. Platt agency for news, sports, weather and wrestling 52 weeks); Coral Stone (through Malcolm-Howard for feature film 26 weeks); Keystone Chevrolet (through Rocklin Irving for feature films 52 weeks); National Credit Clothing Co. (through Gordon Best Co. for feature film 52 weeks); Peoples Pontiac (through Malcolm-Howard for film show 52 weeks); Libby Furniture Co. (through Schwimmer & Scott for feature film 52 weeks, a fifth-year renewal); Monarch Brewing Co. (through C. Wendel Muench for *Badge 714* 26 weeks), and Community Sales Corp., and Nortown Motors and Auto Sales (both through Rocklin-Irving Assoc. for film shows).

TAKE A TIP FROM THE ADVERTISERS WHO KNOW—

More than a dozen advertisers have been sponsoring programs continuously on WGN-TV for three years or more. Forty program advertisers are set for fall on Channel 9.

If the rich Chicago market is important in your sales picture —*now is the time* to contact your WGN-TV representative for prime availabilities for fall.

Increase your sales by using Chicago's Top Television station—

441 N. Michigan Avenue
Chicago 11, Illinois

WGN-TV
Chicago 9

Ryan Named to WTOP Post

EDWARD F. RYAN, award-winning reporter of the *Washington Post & Times Herald* (WTOP-AM-TV), has been named director of the station's newly created News & Public Affairs Div., John S. Hayes, president of WTOP Inc., announced last week. Mr. Ryan, who joined the *Post* in 1937 and is a two-time winner of Washington Newspaper Guild Front Page awards, will assume his new duties on Oct. 10. The new division will begin operation Oct. 30.

WKMH TOPS 'EM ALL

In Out-of-Home Audience!

7 DAYS A WEEK

HERE'S PROOF! WKMH gets the biggest tune-in share of Detroit's tremendous automobile traffic . . . *not just* in the morning . . . *not just* in the afternoon . . . *not just* at night . . . *not just* 5 days a week . . . BUT, MORNING, NOON and NIGHT . . . 7 DAYS A WEEK!

These figures prove that *WHENEVER* YOU'RE ON WKMH, YOU'RE GETTING DETROIT'S BIGGEST SHARE OF AUDIENCE!

6 A.M. TO 12 NOON		12 NOON TO 6 P.M.		6 P.M. TO 12 MIDNIGHT	
WKMH	**16**	**WKMH**	**18**	**WKMH**	**19**
Network A	15	Network A	14	Network A	15
Network B	14	Network B	13	Station B	14
Network C	13	Station B	13	Network C	13
Network D	12	Station C	11	Network D	12
Station B	10	Network C	10	Station C	4
Station C	8	Network D	7	Station D	2
Station D	3	Station D	3	Station E	1
Station E	1	Station E	3	Misc.	6
Misc.	8	Misc.	9		

PULSE REPORT FOR JULY, 1955

Save 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH—Dearborn—Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

Represented by HEADLEY-REED

WKMH 5000 WATTS

DEARBORN—DETROIT

Fred A. Knorr, Pres.

George Millar, Mg. Director

The Community Stations

KNORR Broadcasting CORP.

RED CROSS LAUDS INDUSTRY'S FLOOD HELP

Broadcasters paced the public response, relief agency says. Work by Ad Council, NARTB, networks, stations and agencies cited.

THE entire broadcasting industry "paced the magnificent response of the public to the special Red Cross appeal for flood relief funds," Kenneth Greenberg, director of the Red Cross Audio-Visual Division, told B•T Thursday.

"At the inception of the emergency various central bodies of the broadcast industry responded immediately to the request for help by the chairman of the American Red Cross, E. Roland Harriman," Mr. Greenberg said. "The Advertising Council promptly mailed a fact sheet on the situation to the advertising industry asking for cooperation of all mediums with special emphasis on radio and television.

"The NARTB, under the leadership of President Harold E. Fellows, alerted all its regional directors and membership stations to the extent of the disaster and urged the fullest cooperation with the Red Cross at the national and local level. All networks, radio and tv, similarly responded immediately, giving the fullest possible exposure of the Red Cross campaign needs on all programs.

"The combined effect of the Ad Council, NARTB and network and advertising agency efforts was to give the emergency campaign one of the speediest saturations in the history of the broadcast industry. The networks further contributed with specially arranged programs as public service features designed to help the campaign."

Mr. Greenberg singled out the special one-hour documentary on ABC-TV done in association with the network's affiliate WNAC-TV which featured Quincy Howe as narrator and various theatrical stars, making appeals on behalf of the Red Cross campaign; the *Jackie Gleason Show* on CBS-TV, last Tuesday; NBC on various programs such as *Monitor* and many NBC shows presenting special features. ABC Radio gave two documentaries, one from Stroudsburg, Pa., and one from Connecticut. Mutual for the period of the campaign to date has maintained a peak saturation appeal.

On the local level, at least 10 stations led special campaigns in their communities on behalf of their Red Cross chapters. They have contributed as much as 16 hours at a stretch. The gross figure collected as of today by the Red Cross for this fund is $7½ million, Mr. Greenberg said.

WABC New York, adopted the town of Ansonia, Conn., as a recipient of aid. According to Michael A. Renault, WABC general manager, the station will use all facilities, time and talent to appeal for money and equipment to assist the 21,000 people of the flood-stricken town. Idea to adopt Ansonia, which reported an industrial loss of $10 million, a loss of $2.9 million by retail stores and which reported five deaths, 323 injured and 63 hospitalized, was conceived and is being directed by Myrtle Tower, the station's program director. Temporary shelters in the town were housing 263 persons and some 1,000 persons were being fed by the town daily.

ABC-TV slotted a full hour telecast Aug. 28 (8-9 p.m.) on the problem of flood rehabilitation. Named "Flood Disaster Relief," the program, narrated by Quincy Howe, showed film shots of the devastation. Appeals were made for relief funds. Both ABC Radio and tv networks aired frequent spot announcements for aid to flood victims. Funds were to be sent to the Red Cross.

CBS Radio scheduled public service spots on regular news programs. A program, "The Terrible Rain," was on the network Thursday (8-8:25 p.m.) with news commentator Edward R. Murrow appealing for funds at the opening of the program. Also on the program: Len Cioffi, CBS newsman, and Jay McMullen, network's public affairs producer.

CBS-TV placed nine spot announcements last Tuesday, one on Monday and three on Sunday (Aug. 28) in pleas for flood relief. Jackie Gleason narrated a special program, "Flood," on Tuesday (10-10:30 p.m.) which appealed for funds. On the network's *U. S. Steel Hour* Wednesday (10-11 p.m.), the middle commercial was replaced by a special appeal by Federal Civil Defense Administrator Val Peterson.

Adopts Community

WPIX (TV) New York adopted the town of Winsted, Conn., where at least 400 persons were left homeless by the flood waters. WPIX on Aug. 25 cancelled all of its public service announcements and initiated a campaign asking viewers in the New York area to contribute cash. By early Monday, the station had collected more than $1,000 and countless gifts including clothing and supplies. Another $1,000 had been contributed by the station to start the fund going. On the morning of Aug. 28, WPIX reported that the Levittown, Long Island, fire commission chairman, and members of the department, delivered over 14 tons of clothing, food and other supplies to Winsted officials as a result of the station's appeal.

WINS New York instituted a "Flood Relief Fund" in conjunction with WGTH Hartford and WVPO Stroudsburg, Pa. Monies collected were to be equally distributed among disaster areas. As part of its campaign, the station asked "friends and clients" to help out, requesting all contributions be sent to: Flood Fund, WINS New York 36, N. Y.

Stations all over the nation staged their own campaigns to raise funds for flood victims. WMUR-TV Manchester, N. H., put on a telethon, with Norman A. Gittleson, general manager, opening the five-hour feature. WPRO-AM-TV Providence, R. I., staged appeals.

WTIC Hartford had raised $260,255 in cash deposits up to noon Aug. 30. The campaign was closed Aug. 26 at 11:30 p.m. by Paul W. Morency, WTIC president-general manager. WICC Bridgeport carried the all-star Connecticut Pops Concert as part of its service. A WBZ-AM-TV Boston marathon quickly brought in $9,000 as it got under way.

WKNB-AM-TV New Britain, Conn., took in $160,000 in a telethon, conducted in cooperation with local civic organizations.

The Red Cross Flood Relief Fund Drive was given a boost by three Washington, D. C., stations, WOL, WTOP and WWDC. The three stations gave a major portion of their time Aug. 23 and 24 to broadcast appeals for the Red Cross. One station, WTOP, contributed $1,000 in cash to the drive.

Again, Two Decades Later

A VETERAN of one of the earliest radiothons teamed up with two-month old KOTA-TV Rapid City, S. D., to present a telethon that enabled that city to exceed by more than 400% its quota for the Red Cross fund for eastern flood victims. Glenn Rowell, who did a like stint on radio at WLS Chicago in the early '30s, conducted the Aug. 26-27 KOTA-TV telethon that not only reached the $1,100 city quota, but raised over $5,249 in less than eight hours.

Have you reserved your space in B•T's Sept. 19 Radio Resurgence Issue?

Final deadline Sept. 9
Publication Date Sept. 19

WOHO Accused of 'Pirating' Items From Local Newspapers

AN INJUNCTION to prevent the Midwestern Broadcasting Co., operators of WOHO Toledo, Ohio, from "pirating" news stories was filed last week by the Toledo Blade Co., which publishes the *Toledo Blade* and *Toledo Times*. The suit also asks damages of $250,000.

The suit charged that the radio company has been regularly reading the most important news events occurring in the Toledo area. It added that the broadcasting firm's employes sometimes read news items verbatim as they were published in the papers.

Arthur W. Weber, WOHO executive vice president and general counselor, told B•T Thursday, "I can't see where they have any grounds for damages. We intend to fight them to the last ditch."

KNBC Boosts Rates

KNBC San Francisco has increased its rates for spot announcements, station breaks and participations on its morning *Doug Pledger Show*, NBC's *Monitor* and the weekday 5-6:30 p.m. time period, according to William K. McDaniel, KNBC general manager.

One minute spots on both shows go up from $40 to $50 gross, while 30, 20, 10 and 6 second spots have also been increased. There were no changes for other time periods.

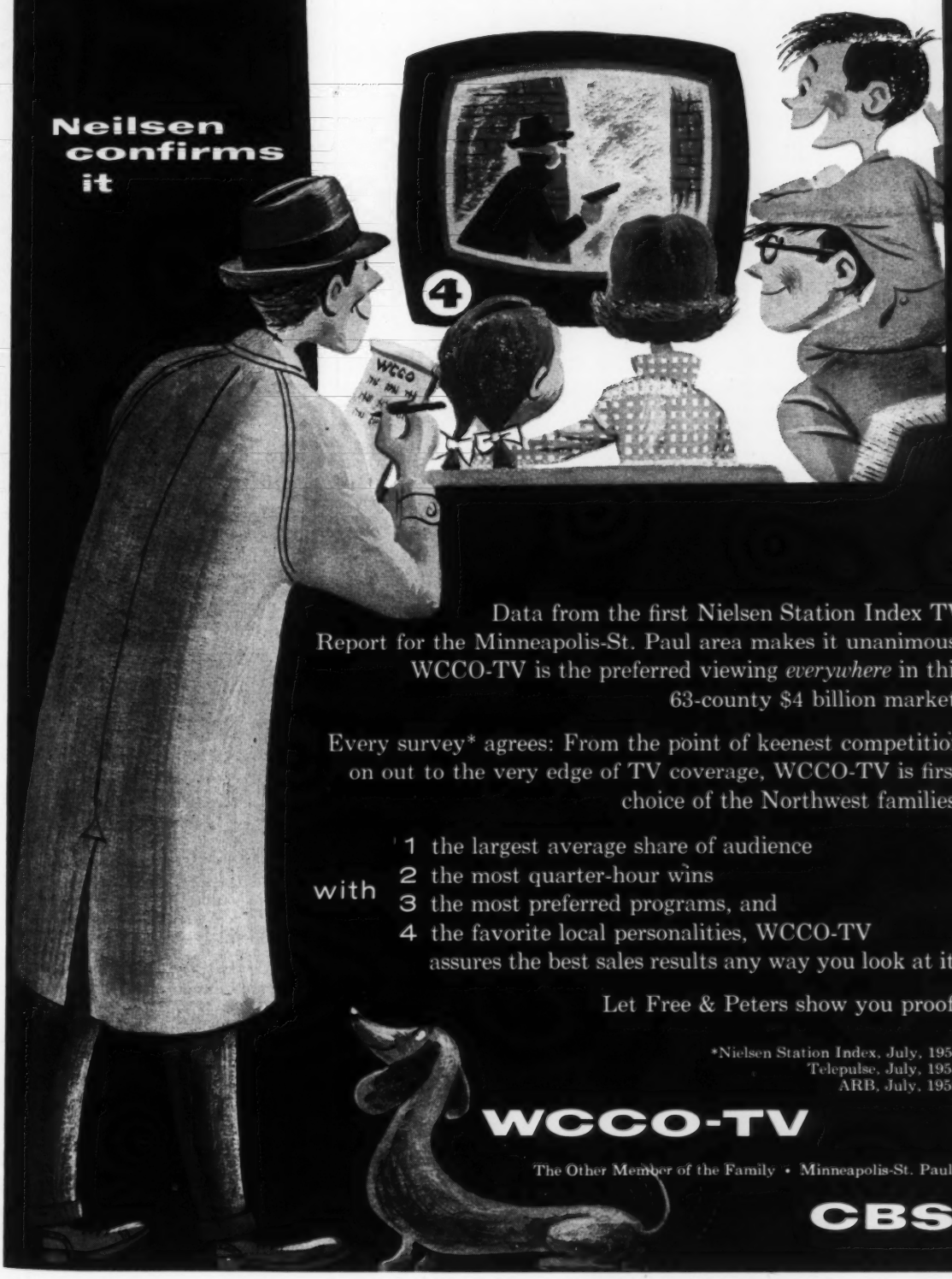
WABD (TV) Promotes Adler

BILL ADLER, director of press, promotion and special events for WABD (TV) New York, has been promoted to director of programs for the station. Mr. Adler resigned as director of special projects for WRCA-AM-TV New York last month when he joined WABD.

WMTV (TV) Power 12.5 Kw

WMTV (TV) Madison, Wis. (ch. 33), last Tuesday increased its power from 1 to 12.5 kw. The station went on the air in July 1953.

family favorite



Data from the first Nielsen Station Index TV Report for the Minneapolis-St. Paul area makes it unanimous. WCCO-TV is the preferred viewing *everywhere* in this 63-county $4 billion market.

Every survey* agrees: From the point of keenest competition on out to the very edge of TV coverage, WCCO-TV is first choice of the Northwest families.

with
1 the largest average share of audience
2 the most quarter-hour wins
3 the most preferred programs, and
4 the favorite local personalities, WCCO-TV assures the best sales results any way you look at it.

Let Free & Peters show you proof.

*Nielsen Station Index, July, 1955
Telepulse, July, 1955
ARB, July, 1955

WCCO-TV

The Other Member of the Family • Minneapolis-St. Paul

CBS

PETRY EXPANDS STAFF, OFFICES

Representative firm voices confidence in future growth of radio-tv in announcing addition of six salesmen, radio, tv sales development departments and expansion of New York offices.

AN EXPANSION of the staff, operating departments, and office space of Edward Petry Co., station representation firm, was announced last week by the company.

"We are undertaking this carefully planned expansion because we have a great faith in radio and the further growth of television," Mr. Petry said. The moves, he said, are designed to provide best possible service to the growing list of important radio and television stations and regional networks represented by the Petry organization.

MR. PETRY

Six salesmen have been added to the firm's radio and tv staffs in New York, Chicago, and Los Angeles in recent weeks, Mr. Petry pointed out. Additionally, sales development departments have been formed for both radio and television; a special services division has been created in the television department, and specialized writers have been added to the radio and television promotion sections.

The company also has leased an entire floor in a new building currently under construction in New York to provide 50% more space.

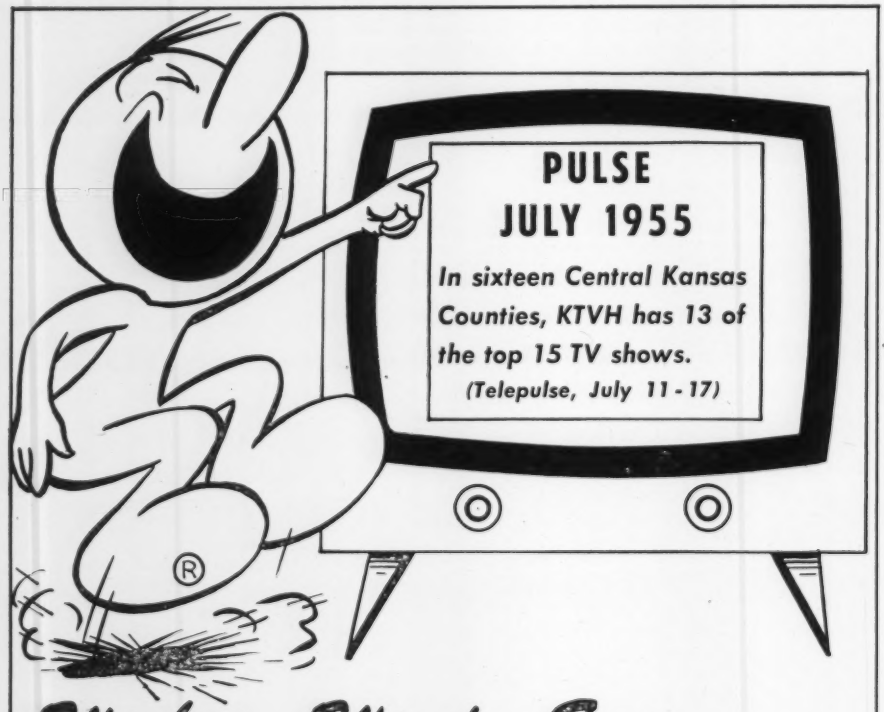
Among the salesmen being added is Hugh O. Kerwin, who joined the firm as tv manager of the St. Louis office effective Aug. 22. Formerly with U. M. & M. Inc. as tv film account executive and before that with KTVI (TV) and KXOK St. Louis, Mr. Kerwin replaces George Stevens, who has headed Petry tv in St. Louis for the past year and now transfers to Chicago as an addition to the television sales staff there.

Other salesmen added include Bill Asip, Verne Behnke, Ed England, and Ted Smith in New York, and George Ledell in Los Angeles.

The new sales development departments are headed by Charles Philips, in television, and Jim Hirsch in radio.

Lee Redfield heads the television department's new special services division, which is designed to speed the exchange of vital buying information among Petry offices and stations, advertisers and agencies.

Josephine Maggio, traffic manager of CBS-TV Spot Sales, has been named head of the traffic division of the special services department in television. Jack Keiner and Jack Carter, respectively, are the additions to the radio and television promotion sections.



Wichita Windy Says:

"Once again, **KTVH** proves to be the favorite with Central Kansas viewers. Besides taking honors with 13 out of the top 15 network shows, **KTVH** has the greatest share of the audience for quarter hours from 6 to 10 p. m., seven nights a week. Yes, the *Pulse* rating gives **KTVH** credit for 100 quarter hours while the only competitor has but 11. It's conclusive proof of **KTVH's** dominance in Central Kansas. It proves, once more, that your advertising dollar reaches more people *when it's placed on a winner.* That's **KTVH!**

KTVH
HUTCHINSON
KANSAS

VHF 240,000 WATTS
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

CHANNEL 12
CBS BASIC-DUMONT
Represented Nationally by H-R Representatives, Inc.

Landsman, Shepard Added To Katz N.Y. Tv Sales Staff

RICHARD C. LANDSMAN and Albert B. Shepard have been added to the tv sales staff in the New York office of the Katz Agency Inc., national representatives.

Mr. Landsman, formerly with Harrington, Righter & Parsons, tv station representatives,

MR. LANDSMAN MR. SHEPARD

and before that eight years with Edward Petry & Co., also has station experience as salesman with WNOC Norwich, Conn.; announcer and program director with WATR Waterbury, Conn., and WNAB Bridgeport, Conn.

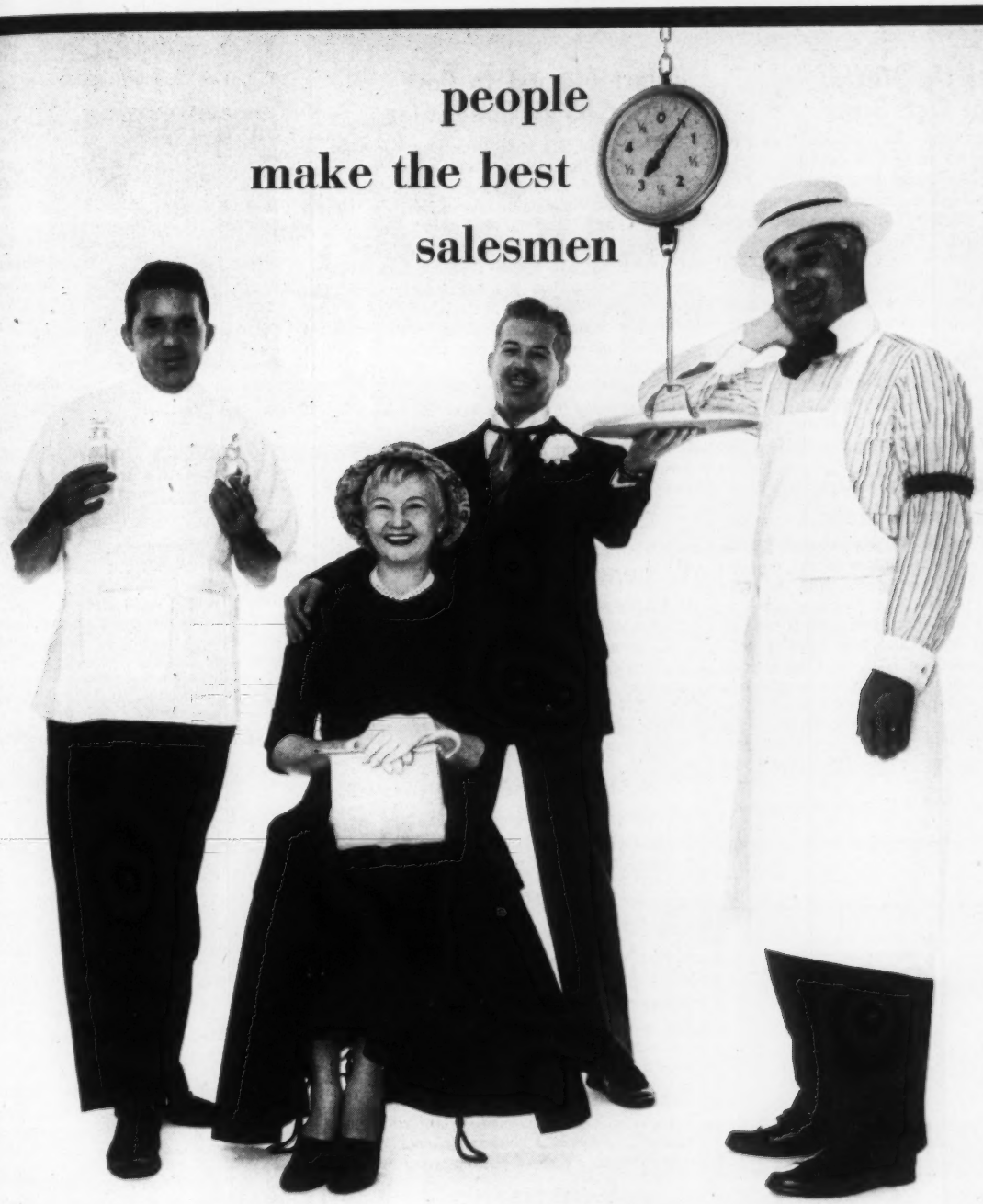
Formerly with Forjoe-Tv where he was tv sales manager, Mr. Shepard has more than 10 years in the media field, with the New York office of the Empire Coil Co. on sales development for the company's tv properties, and timebuyer with advertising agencies.

New WBFD Appoints Two

WBFD Bedford, Pa., which went on the air July 1, has appointed Robert S. Harrison Jr. as station manager and Sherwood B. Hawley as program director.

Mr. Harrison was formerly with WAYZ Waynesboro and WCHA Chambersburg, both in Pennsylvania. Mr. Hawley also moves to WBDF from WCHA.

people make the best salesmen



. . . especially the merchandising staff of WRCA and WRCA-TV

Joe Murphy, Pegeen Fitzgerald, Sidney Matz and Max Buck know what motivates people on both sides of the counter. Together, they form broadcasting's most experienced merchandising unit — sales specialists whose talents help ensure the success of advertising campaigns on WRCA and WRCA-TV.

They know what it takes . . . and they've got what it takes . . . to move merchandise through super markets, drug stores and department stores. Exclusive service such as:

"CHANNEL 4 STORE" PLAN — a brand-new merchandising plan which promotes food and drug products advertised on WRCA-TV through 6,500 chain and independent super markets in Metropolitan New York.

CHAIN LIGHTNING — the most successful radio merchandising plan yet devised. Assures eligible food and drug advertisers on WRCA mass display in chains which control more than 1,600 super markets.

3-WAY DRUG PLAN — reaches into 5,000 retail drug stores affiliated with the New York State Pharmaceutical Association and wins selling floor support.

You'll sell more of your products faster with the help of the people who make the best salesmen in America's biggest market — persuasive people like the stars on WRCA and WRCA-TV, and retail-wise people like Max Buck and his staff of point-of-sale specialists.

NBC **WRCA 660 WRCA-TV 4**

a service of RCA Represented by NBC Spot Sales

PHOTO BY DAN WYNN

KOZE Sets Up Staff, Readies for Oct. Start

STAFF appointments for KOZE Lewiston, Idaho, which plans to go on the air early in October, were announced last week by Lewis Clark Broadcasting Co., station permittee.

A. Thomas Decker, formerly commercial manager with KRLC Lewiston, was named station manager. Others appointed to the KOZE staff include Reginald Ross, assistant manager, formerly program director at KUGN Eugene, Ore., and Harry T. Howard, news and special events director, who moves from the same capacity at KIEM-AM-TV Eureka, Calif.

The daytime only station will follow a popular music and news format on 950 kc with 500 w. Lewis Clark owners are Boyd W. Cornelison, John H. Matlock and Eugene A. Hamblin.

George Booth, WTAG, Dies at Summer Home

GEORGE F. BOOTH, 84, president of WTAG Worcester and editor-publisher of the *Worcester Telegram & Evening Gazette,* died Thursday at his summer home in Bass Rock, Gloucester, Mass. He was vice president and trustee of Peoples Savings Bank and had been a delegate to four Republican National Conventions.

A Hartford native, Mr. Booth was a former member of the Associated Press board of directors. He held honorary degrees from several universities. His wife, the former Minnie L. Welles, died last December. They had been married 58 years. Surviving are three children: Robert W. Booth, vice president-general manager of WTAG; Howard M. Booth, general manager of the newspapers, and Mrs. Edwin C. Butler, of Worcester.

Something you should know about TV in Washington, D.C.

Without changing its current rates, WMAL-TV will boost its power to 252,000 watts this Fall and spark the new ABC-TV programs with the greatest promotion campaign ever conducted by a Washington TV station!

Ask Katz about prime adjacencies for the Fall . . . *at current rates on*

SUPERPOWER

WMAL - TV

Washington, D. C.

Represented by The Katz Agency
The Evening Star TV Station
Affiliated with ABC-Television

Elliott Named to Post With CBS Tv Spot Sales

FRANK ELLIOTT Jr., formerly in sales at WCAU-TV Philadelphia, was named last week as director of sales development for CBS Television Spot Sales, effective tomorrow (Tuesday).

Clark George, general sales manager, announced that Mr. Elliott replaces Jack Mohler, recently named an account executive of the New York office. At WCAU-TV Mr. Elliott served in a similar sales development capacity for the past year and a half and prior to that was regional sales manager of WHUM-TV Reading, Pa.

At the same time, CBS Television Spot Sales' director of research, Al di Giovanni, announced the appointment as research assistant of E. James Hodgett, formerly market analyst for the Great Atlantic & Pacific Tea Co. and formerly account research manager, Sullivan, Stauffer, Colwell & Bayles Inc.

E. Lansing Ray Dies

E. LANSING RAY, editor and publisher of the *St. Louis* (Mo.) *Globe-Democrat* and former 23% owner of KWK-AM-TV St. Louis, died last week, on his 71st birthday, of a heart attack at his Rye Beach, N.H., summer home. Mr. Ray sold the *Globe-Democrat* and his broadcasting holdings to S. I. Newhouse last March [B•T, March 28].

REPRESENTATIVE APPOINTMENTS

KTVW (TV) Tacoma-Seattle, Wash., has appointed George P. Hollingbery Co., N. Y., as national representative.

REPRESENTATIVE PEOPLE

Joan Heverin, sales promotion dept., CBS Spot Sales, N. Y., to writing staff, sales promotion dept., Avery-Knodel Inc., N. Y.

Milton Weiss, formerly with research dept., Young & Rubicam, N. Y., to sales promotion and advertising dept., CBS Radio Spot Sales, N. Y., as copywriter.

Jack Thompson, account executive, Free & Peters, N. Y., appointed assistant eastern sales manager; **Samuel J. Henry Jr.,** network sales, ABC-TV, to F&P as radio account executive.

STATION PEOPLE

Harry C. Perrigo, sales manager, WSKI Montpelier, Vt., appointed manager, effective Sept. 15, succeeding **Charles W. Grinnell,** president of Montpelier-Barre Broadcasting Co. (WSKI licensee), who becomes manager, WCAX Burlington, Vt., effective same date, retaining half ownership of WSKI and remaining president of corporation.

Russell Truesdell, station manager, KCSJ Pueblo, Colo., to KNTV (TV) San Jose, Calif., as operations manager; **Robert W. Billman,** news director, KGHF Pueblo, to KNTV in similar position.

Jack Moran, salesman, WPIK Alexandria, Va., promoted to sales director, succeeding **Art Kellar,** co-owner, new am WFCR Fairfax, Va.; **John Carr,** salesman, WFTL Ft. Lauderdale, Fla., to WPIK in same capacity.

William H. Ryan, formerly promotion manager, KFMB-AM-TV San Diego, Calif., appointed promotion and publicity director, WXIX (TV) Milwaukee, succeeding **By Colvig,** who has been named account executive [AT DEADLINE, Aug. 29].

L. J. (Pat) Campbell, teacher, Bloomsburg (Pa.) High School, and parttime salesman, WHLM Bloomsburg, appointed WHLM commercial manager.

MR. CAMPBELL

Don Jones, program director, WFEA Manchester, N. H., to WKAP Allentown, Pa., as commercial manager.

Ralph Polson, announcer and disc jockey, WJER Dover, Ohio, appointed program director.

Marianne Trello, secretary to program director, WICS (TV) Springfield, Ill., appointed traffic manager, succeeding **Agnes Netznick,** resigned.

Jack Shoemaker, disc m.c., WELL Battle Creek, Mich., appointed program director.

Jimm Seaney, continuity director, WDZ Decatur, Ill., appointed program director; **Dick Field** and **John Connor** to station as news reporter and disc jockey, respectively.

Walter Koessler, formerly general manager, WITV (TV) Ft. Lauderdale, Fla., appointed sales manager, WGBS-TV Miami.

MR. KOESSLER

Scott McLean, account executive, N. Y. office, Crosley Broadcasting Corp. (WLW-WLWT [TV] Cincinnati, WLWC [TV] Columbus, WLWD [TV] Dayton, Ohio, WLWA [TV] Atlanta, Ga.), appointed eastern sales manager of corporation.

Kenneth J. Reyhons, former news staff member, KCSJ-AM-TV Pueblo, Colo., appointed news director, KGHF Pueblo, succeeding **Robert W. Billman.**

Jack Warren, chief, mobile news unit, WRIT Milwaukee, Wis., appointed news director in absence of **Peter W. Denzer,** on leave to complete novel.

Allan Cox, film dept., KVOO-TV Tulsa, Okla., named film director; **Bill Borthick** and **Bill Atcheson** to production dept. as floormen.

Henry W. Lundquist, program supervisor, WBZ-WBZA Boston-Springfield, Mass., additionally appointed educational and public service director; **Norman Prescott,** formerly disc m.c., WNEW New York, to WBZ-WBZA as disc m.c. on daily three-hour and 15-minute programs.

Jay Kosick, chief engineer, WFEA Manchester, N. H., assumes additional duties as program coordinator; **Al Rock,** WFEA news editor, named production manager; **Palmer Payne,** WCAX Burlington, Vt., to WFEA.

Katherine Fox, special broadcast services director since 1941, Crosley Broadcasting Corp., Cincinnati, resigns and expects to announce future plans shortly [B•T, Aug. 29].

Freddie Williams, 57, disc jockey, WAAF Chicago, died Aug. 21 in that city.

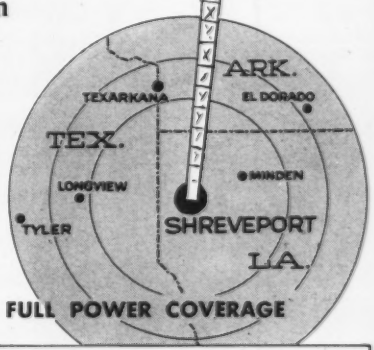
"1,000 KSLA PREFERRED"

316,000 WATTS — LOUISIANA'S TALLEST TOWER — EARLY FALL

Yes, smart advertising investors are taking stock of the fact that KSLA offers Shreveport's *lowest* TV cost per 1,000 because KSLA goes full-power this fall . . . but present low rates stay in effect THROUGH JUNE, 1956!

With maximum 316,000 watts power coming in early fall, affiliations with CBS and ABC, and 20 months telecasting experience, KSLA's averages keep rising in the advertiser's favor.

Your Raymer man will gladly issue your shares in Shreveport's BEST television buy, KSLA.



FULL POWER COVERAGE

CBS TELEVISION NETWORK

ABC

KSLA CHANNEL 12

FIRST IN SHREVEPORT, LOUISIANA

PAUL H. RAYMER CO., INC. NATIONAL REPRESENTATIVES

WCKY

•

THE LARGEST* NIGHTLY AUDIENCE OF

*Nielsen

CINCINNATI

•

ANY

INDEPENDENT

STATION

IN THE

NATION

FCC COMR. ROSEL HYDE TELLS WHY

WE NEED ALL CHANNELS

MOST FCC Commissioners now acknowledge that the FCC's present television allocations won't work. Most think basic changes must be made to give uhf a chance for survival, create an opportunity for more than two networks to get comparable outlets, provide the public with a wider choice of service than will be available if the tv system continues to be hamstrung by present inequities between uhf and vhf. Last week, in a speech before the Lions Club of Washington, Comr. Rosel H. Hyde, former FCC chairman, called for a basic re-examination of tv allocations. His summary of events leading up to the present situation is the most complete to come recently from any official. Here, slightly condensed, is his speech:

THERE are two basic issues which I believe are of vital concern to the public and to the broadcast industry, as well as to the regulatory agency. The manner in which they are resolved will profoundly affect the future of television in this country in terms of the scope of the industry and character of service.

1. Should television in the United States be limited only to the number of stations which can be accommodated on 12 channels and should its future growth potential be restricted to such expansion as may be worked out through engineering compromises and subdivision of previously established services?

2. Should the great efforts which have already been made to encourage the development of a national competitive television service employing 70 additional channels now be abandoned through default, or through failure to take prompt and appropriate action to counteract trends now evident?

Television had begun to develop prior to the beginning of World War II. We had experimental stations in operation using the same basic standards as are applied to telecasting today. With the advent of Pearl Harbor, development along those lines stopped. We turned our attention to the problems of war. During this period, dramatic developments in communications were achieved. A myriad of new uses for radio were discovered and we learned that portions of the radio spectrum which had previously been regarded as useless could effectively be used.

To cope with these developments, the Commission in 1945 held an extensive allocation proceeding to determine how the radio spectrum could best be used. In that proceeding the Commission undertook to assign portions of the radio spectrum to the various uses. During this period it became apparent that even then there was not sufficient spectrum space available to accommodate all of the demands. At the conclusion of the allocation proceeding, 12 channels in the vhf portion of the spectrum were assigned for the immediate use of television and 440 megacycles of space in the uhf portion of the spectrum were reserved for the future development of tv. This additional space in the uhf was reserved because it was agreed by all that the vhf allocation alone could not provide sufficient facilities for the development of a nationwide competitive tv system.

The Commission was aware that equipment for television in the uhf band was still only in the experimental stage. The Commission concluded that to move all tv to these frequencies would indefinitely delay a general television service. So standards were issued and the initial rush to television was on.

Within a two-year period, the number of stations authorized had grown to 108 in 63 cities. But knotty problems had already begun to develop. Interference between stations was becoming more annoying and each day it became clearer that the 12 channels available were not adequate to meet the needs for a competitive national tv system. Faced with this situation, the Commission suspended action on tv applications until the tv rules and standards could be revised to more adequately meet the public need. During this period, the Commission obtained the views of all interested parties, including manufacturers, networks, scientists, broadcasters and others. At the conclusion of this proceeding and after many weeks of careful consideration of all of the data, the Commission in April of 1952 issued a report which, among other things, set forth a national television station assignment plan.

The results obtained under this allocation plan have been in certain ways phenomenal.

Since the lifting of the freeze, the number of tv stations in operation has been increased fourfold, from 108 to 420 commercial stations. The distribution of receiving sets has skyrocketed from less than a million in 1948 to 36 million today. Approximately 75% of the families in the United States now have access to a tv set. It is estimated that some degree of tv reception is presently available to more than 90% of the population. Advertisers invested $800 million in tv during 1954.

But let us not be deluded that all is perfection in the tv picture. Many and serious difficulties have arisen. Present trends in the allocation plan, if left unchanged, will impair and perhaps preclude the development of a healthy, free, competitive, nationwide tv service which can provide desirable local outlets for self-expression.

On the basis of such information as was available to the Commission at the time it adopted the allocation plan, we believed that intermixture of vhf and uhf stations would prove not only feasible but would provide the basic vehicle whereby the aims of the allocation plan would be carried out. We felt that we could count upon the good will and best efforts of the manufacturers of receivers and transmitters; the networks; the advertisers; and the station owners. We believed this would lead to the acceptance by the viewing public and would result in a general growth and acceptance of all television, regardless of the spectrum location of the signal source. It now turns out that certain factors did not develop as we envisaged, and that certain unforeseen roadblocks intervened. Let me be explicit. I blame no one segment or entity of the industry or of the government or of the public for the situation which now exists. But we must face present realities and examine the existing situation—not with a view to allocating blame but to see what can be done to correct trends which have developed, and to press for the proper development of a nationwide competitive television system in the American tradition.

The hard facts are that uhf is now suffering, and that without attention it will wither and die, and buried with it may be our hopes for a nationwide competitive tv system. Uhf is threatened by the tendency—where a choice is offered—of having the major networks affiliate with vhf outlets, and of having the national advertisers select the vhf outlets and virtually shun the uhf. The network programs attract viewers, and advertisers are in turn attracted. The revenues from the latter permit the staion to improve its local programs and enlarge its share of the audience. It spirals up—and up. The uhf,

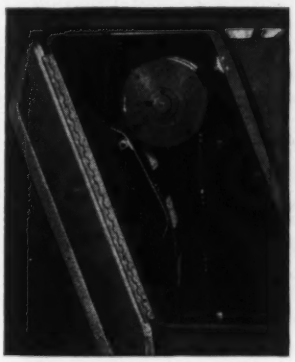
NOW! the new Gray telop III

Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III. . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

without network or advertisers, is caught in a vicious circle and spirals down in revenues and viewers and revenues and viewers. Eventually it closes shop—52 have done so to date—and the public suffers.

But the picture is different in those limited areas where the uhf stations can obtain major network affiliations and their fair share of advertising revenue. The stations can then provide service of high order and with viewer acceptance. The station, the community, the industry, the network, the advertiser and the viewer all gain.

The present state of the uhf is most serious, not only because of the substantial losses caused to station owners and the economic waste involved, but primarily because of the impact a continuation of the present trend may have on the overall situation and on the public interest. Obviously, elimination from active use of 70 channels of the 82 assigned would drastically curtail the present and future scope of the industry. It would result in tv becoming a limited, protected and necessarily regulated service rather than the dynamic service contemplated by congressional policy.

The most significant competition affecting broadcasters is the competition among networks. This is not to underestimate the healthy struggle among stations to maintain and develop local accounts, or the competition of national spot representatives for national non-network spot business, or the very intense activity among the numerous suppliers of film or talent.

Nevertheless, the function of the networks and their competitive struggle for leadership is altogether unique in the industry. Historically, it has been the networks who have developed the mass audiences for radio and television. Most of the national networks have had command of large resources which they have been willing to risk in the broadcasting business. This has meant that they have attracted name writers, actors, producers, etc., from other arts to broadcasting or have developed new talent of their own. As a result of such investments, the networks have developed shows which have appealed to very sizeable audiences running into many millions each evening. The interest stimulated in this way in turn creates the demand for sets. Network business also profoundly affects other broadcast business. Thus, most intense efforts are exerted in the sale of national spot business to place the spot announcement or program as close as possible to popular network programs, in the expectation of reaching the largest audience.

Networking is, to be sure, a risky business. Between 1948 and 1950, for example, the tv networks and their stations reported losses of $28 million. Willingness to invest heavily in program ideas and talent is a prerequisite to successful network operation.

I recognize the great contributions of the networks to the advancement of television. And I feel they have many more such contributions in store. But I feel strongly that effective national network competition should not be limited by inadequate facilities for more than two networks. And I'm sure that the added competition will benefit the industry and the advertisers, as well as the ultimate beneficiary—the viewer. And I'm convinced that such competition will greatly benefit the existing leaders as well.

But it is essential for effective network competition that each network have an affiliate in each of the first 50-75 markets, as an outlet for the network show. To the extent possible the affiliates in each of the major markets should have roughly equal technical facilities, or the potential ability to reach as many homes in each of the major markets. This means that if you could put four comparable stations in each of the major markets of the country, there would be the oportunity, at least, for four networks since each then would have the chance to obtain a full-time affiliate. Thus, network competition would be centered, as it should be, on selling the best show, rather than on some artificial scarcity of channels.

Examination of the assignment of tv channels to the first 100 markets so important to network operation discloses the following situation:

7 of the top 100 markets have 4 or more vhf channels
26 of the top 100 markets have 3 vhf
32 of the top 100 markets have 2 vhf
18 of the top 100 markets have 1 vhf
17 of the top 100 markets have uhf only

This means that there are comparable facilities available for as many as three competing networks in only about half of the first 100 markets.

COMMISSION UNDER SIEGE

The Commission is being besieged with suggestions which, in general, propose to work out additional vhf assignments within the 12 vhf channels, or with some minor additions of channel space to be taken from other services. This approach contemplates use of such expedients as lower power, lower antennas, directional antennas employed in such a manner as to squeeze stations in particular places. There is no doubt that additional vhf assignments might be made in this manner, perhaps enough to relieve a few of the pressures of the moment. However, the squeeze-in or shoe-horn technique, if experience in other fields is to be relied upon, can be expected to cause interference in outlying areas, the cumulative effect being to provide additional services in population centers at the expense of outlying areas where it is most needed. Any such move would, of course, inevitably undermine present incentive to development of ultra-high channels. I feel strongly that any general course of action which looks toward the licensing of television stations under a system with a built-in low ceiling on future expansion, should not be adopted until we have at least made a thoroughgoing study of possible alternatives.

In hearings before a Senate Committee studying this subject, it was recommended that selective deintermixture of television channel assignments be considered. There have been a number of petitions submitted to the Commission requesting such action in particular cases. Deintermixture in this context means separating so far as possible the allocations of uhf and vhf channels into separate cities and market areas so that stations in the same competitive sphere would compete on comparable channels. There are a number of markets where a substantial degree of deintermixture could be accomplished without changing any presently operating stations. The more successful uhf operations, the greater the use of uhf channels, the greater incentive for improvement and manufacture of sets and transmitters for use in this part of the spectrum. Incidentally, as far as I am able to ascertain, engineers and manufacturers agree that given a demand or incentive, more and better equipment will be forthcoming. In areas where viewers have been able to obtain desired programs, they have been fully satisfied with uhf. I am also advised that advertisers are not concerned with whether their message is broadcast on uhf or vhf so long as they obtain viewers.

My suggestion is that a re-examination be made of the tv allocation in the light of experience since 1952. The objective of such a re-examination would be the establishment of conditions conducive to the growth and development of uhf in as many areas as possible and at the same time providing opportunity for network competition on as nearly equal transmission facilities as possible in as many markets as practicable. In considering possible adjustments of the allocation, I would suggest judicious application of less rigid separation standards than those of the Sixth Report, more emphasis on market areas and the use of such engineering techniques as directional antennas where such use would contribute to the objective of the overall re-examination. The ultimate purpose, of course, would be to encourage the larger and more effective use of available tv channels. The ultimate full development of television in this country should not be hamstrung by having been limited to 12 channels in its pioneer stages.

Hey, you

Don't forget Sept. 9 is deadline for B•T's Radio Issue out Sept. 19.

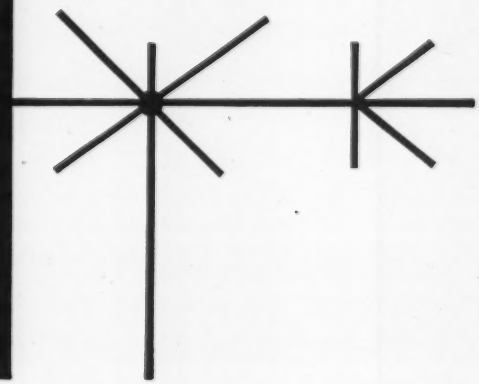
WSM FOLK STARS . . .
. . . SCORE AGAIN AS . . .
. . . SHOWMEN TO A NATION . . .

What better proof could you find of WSM-TV's stature as one of America's top television stations?

The 29-year popularity record of WSM's Grand Ole Opry . . . and the audience response to "Opry Matinee", "R.F.D. Nashville", and other WSM-TV shows featuring Opry Stars made a deep impression on several large television film companies. One of the largest of these, Flamingo Films, Inc., sent a camera crew to Nashville to film on the spot a complete 52-week series of half-hour Opry shows for television.

Although only recently released, "Stars of the Grand Ole Opry" has already been sold in 70 markets. Among the top-rank sponsors: Pillsbury Mills, Borden, J. I. Case Tractor Co., Martha White Mills, Ford dealers, Hotpoint dealers, and a division of Swift and Company.

For further proof that WSM-TV is "clearly Nashville's No. 1 TV station" contact WSM-TV's Irving Waugh or your nearest Petry Man.



FOR SMALL, MEDIUM, OR LARGE STATIONS...

G.E.'s packaged relay systems provide superior switching at the cost of conventional switching equipment

Your station—large, medium or small...monochrome or color—can benefit from a G-E packaged relay switching system...now available at an initial cost comparing favorably with conventional switching.

For small or medium stations, the G-E TS-1-A controls up to eight non-composite and two composite inputs, with outputs for full line monitoring. Laps, fades, dissolves are smoother, faster and positive.

For larger stations, G.E.'s TS-2-A offers exceptional quality of previews, switching, fading, and dissolves. Up to 12 non-composite inputs, with preview and switching facilities for two composite inputs.

For all stations regardless of size, General Electric relay switching means clean, transient-free switching, distortion-free pictures in either monochrome or color. It provides flexible by-pass for studio rehearsals and preview of superimpositions. Bounce and low-frequency distortion are eliminated by clamps in the mixing amplifier.

Find out how a G-E Packaged Relay System can provide your station with better, more economical switching. Contact your nearest G-E representative today. Or, write: *General Electric Company, Section X295-5, Broadcast Equipment, Electronics Park, Syracuse, N.Y.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Ave., Toronto.*

G-E TS-1-A SWITCHING SYSTEM

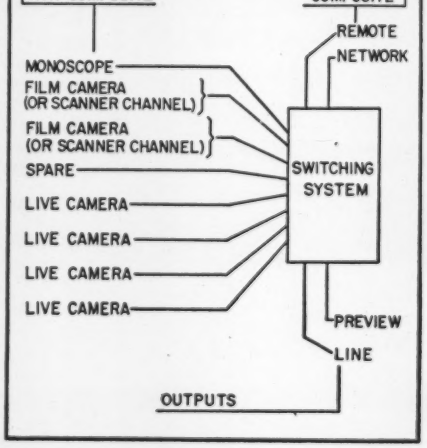
FOR SMALL / MEDIUM STATIONS—a complete package of switching facilities—switching panel, video and sync mixing amplifiers, power supplies, calibration monitor and cabinetry. Substitute items for adapting package to your needs.

G-E TS-2-A SWITCHING SYSTEM

FOR LARGE STATIONS—block-build switching facilities to fit needs. Plug-in relay chassis assemblies, transfer, video mixing, and sync mixing amplifiers, together with power supply and control panel, offer an almost unlimited variety of switching combinations.

Only Relay Switching can give you these advantages:

- Relays minimize cross talk.
- DC control of video signals gives noise-free manual laps and fades.
- Simplified installation and maintenance because all non-composite coaxial connections are in the rack and not at the control panel.
- Removal of heat and microphonic problems by rack-mounting those tubes and amplifiers usually found at the panel and in the console.



G-E TS-1-A SWITCHER. For up to 8 non-composite and 2 composite inputs.

Progress Is Our Most Important Product

GENERAL ELECTRIC

BROADCASTING • TELECASTING

Will sponsored tv be a hit in England? A lot of people still have to be convinced, but not the advertisers. They're flocking to the medium in droves.

COMMERCIAL TELEVISION: THEY'RE BUYING IN BRITAIN

By Betty Reef*

BRITISH commercial television, making its debut in the London area on Sept. 22, has yet to convince many peers, politicians and other public figures that it is a "good thing." But England's advertisers have already proved that they need no such convincing.

More than a month before T-Day the new station found its choice evening time spots sold out for the full first year, with demand running high for even the less favored hours. In spite of the taboo against program sponsorship and the restrictions on the type and length of commercials, the big advertisers have come in overwhelmingly. Top U. S. brand names are in particular evidence.

These definitely will be weekend advertisers: Lever Bros., Procter & Gamble, Colgate-Palmolive, Horlicks, General Foods, Gillette, Singer Sewing Machine, Revlon, Max Factor, Hoover, Kellogg and Ford.

On weekdays top companies include Lever Bros., Colgate, Hedley (Procter & Gamble), General Motors, all leading British auto manufacturers, Esso and "all the oil people."

The division between weekends and weekdays is stressed because two different companies will provide the station's programming for those periods. The Tv Act specifies that all commercial tv stations—the one in London now, two more next spring and eventually 40 or 50—are to be operated by Independent Television Authority, but the programming done by outside firms called program contractors. ITA has authorized Associated Broadcasting Co. (ABC) to program its London station Saturdays and Sundays and Associated-Rediffusion Ltd. (ART/V) to provide the Monday-through-Friday programs. [For a detailed discussion of British commercial tv, see the INTERVIEW with Clair McCollough, B•T, July 25.]

It is the program contractor who sells time to the advertiser—announcements only, program sponsorship being banned by law. The advertiser cannot select his program, but he can choose the type of time—AA: 8-10 p.m. weekdays; 8-9:30 p.m. weekends; A: 3-6 p.m., 7-8 p.m., 10-11 p.m. weekdays; 7-8 p.m., 9:30-11 p.m. Saturdays; 2-6 p.m., 7:30-8 p.m., 9:30-10:30 p.m. Sundays; B: 2-6 p.m. Saturdays; all time other than AA and A weekdays, except test transmission hours; C: 10:30 a.m.-3 p.m. weekdays, 10 a.m.-12 noon Saturdays. No advertising is accepted Sunday, 7-7:30 p.m.

Weekend rates are: AA—$1,260 for 15 seconds to $2,800 for 1 minute; A: $756 for 15 seconds to $1,680 for 1 minute; B: $448 for 15 seconds to $980 for 1 minute; C: slightly more than half the B rate. Basic weekday rate is $1,820 for a minute in A time. The peak AA rate is the basic rate plus 50%; the B rate is the basic rate minus 50%; the C rate is the basic rate minus 70%.

Both contractors indicate that these rates are provisional and will change. Both say that these prices apply only to the usual telecast; when there is a program of wide national interest, they can charge a special rate as much at 100% higher than the normal rate. ITA, incidentally, does not exercise control over the profits of any licensed contractor.

Both companies pay a 15% commission on gross time charges to recognized advertising agents. Top U. S. agencies who have already bought time for clients include: Foote, Cone & Belding: Young & Rubicam; J. Walter Thompson; McCann-Erickson; and such leading British firms as S. H. Benson Ltd.; W. S. Crawford Ltd.; Colman, Prentis & Varley; G. S. Royds, and London Press Exchange.

Slide film, motion picture film, and animated commercials are being readied by more than half a dozen companies, some of which have sprung up solely to supply the sudden tv market. One of the leaders is Perl & Dean, who has been in the business of making the commercials seen in British movie houses during intermission. Another is Theatre Publicity, also in this business and a part of the J. Arthur Rank Organization. Among the newcomers are Television Advertising Ltd. and Tv Commercials Ltd. which is now making a series of 109 commercials for Sterling Drug. It is worth noting that pharmaceuticals have been accepted for tv advertising 'very much subject to conditions," according to the contractors.

The contractors are making studio facilities available for live commercials, with charges based on camera hours for rehearsal and air times. Dry rehearsal facilities also are available. On the technical side, advertisers have had to note that British tv is transmitted with a frame frequency of 50 per second and a picture frequency of 25 per second. This means that films made at the usual 24 frames per second will have a slightly shorter running time and must be adjusted.

As for the commercials themselves, they are expected to be low key and low pressure. One of the admen making them, John Metcalfe, recently compared them with the U. S. type, in a newspaper interview, in these words: "The whole approach is different . . . . we have to lower the pressure, so to speak, unscrew the stopper and let out the gas."

In general, advertising matter is limited to six minutes per hour, to be presented between programs or in a "natural break" such

*THE AUTHOR *is a former B•T staffer now a free lance magazine writer whose work has appeared in such publications as* Life, Town & Country, Reader's Digest, Vogue, This Week *and* Pageant.

Are you sure your child is ready for school?

Here they come . . . America's youth . . . ready to start or return to school!

Never before in our nation's history have we had such a bumper crop of school-age citizens. In fact, enrollment this year will soar to more than 33 million students, including almost 4 million who will be off to school for the first time.

Has anything been overlooked that might interfere with their physical and mental well-being . . . or that might handicap them in their studies or affect their attendance?

Fortunately, there is something that all parents can do to make sure that their children are ready for school. They can include a medical check-up on the list of ahead-of-school preparations.

A check-up . . . for both youngsters and teenagers . . . may be the means of correcting unsuspected defects of vision, hearing, posture or general health. Sometimes these defects are at least partially responsible for low grades or emotional troubles.

The physician who has known your child over the years is best qualified to give pre-school medical check-ups because he has a *complete* picture of the child's health. He will also be alert to troubles which parents might not notice, or might consider unimportant. Impairments that can be corrected now may avoid more serious trouble later on.

For the child just starting school, it is important that his immunizations against communicable diseases are up to date. In addition to making your child immune to smallpox, diphtheria, whooping cough and tetanus, medical authorities now advise that vaccine lessens your child's chances of getting polio.

So, wouldn't it be wise to discuss a definite immunization program with your doctor . . . including "booster doses" to renew immunity . . . well before school opens?

During the teen years, when the growing-up process imposes considerable mental and physical stresses, health check-ups are especially needed. Many problems, including those associated with growth and emotional adjustment, often require expert attention. In addition, changes in diet or in habits of play, or sleep, or exercise may be made for the child's benefit.

If medical examinations are not a part of your youngster's preparation for school, why not start them now . . . and continue them throughout the school years? Parents who do so will have the satisfaction of knowing that their child has been given one of the best safeguards for health and happiness during this and future years in school.

COPYRIGHT 1955—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

This advertisement is one of a continuing series sponsored by Metropolitan in the interest of our national health and welfare. It is appearing in two colors in magazines with a total circulation in excess of 31,000,000 including Collier's, Time, Newsweek, Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, McCall's, Woman's Home Companion, National Geographic.

as theatre intermission or football half time. Number of ad periods may not exceed six per hour, averaged over the total broadcast day. The advertiser also can buy five-second on-the-hour time signals. The law further permits stations to transmit "Advertising Features," "Advertising Magazines," or "Shopper's Guides," which are sponsor-participation shows on the order of NBC's *Home* show, of 15 or 20 minutes duration and not subject to the six minute per hour limit as now planned.

Also permitted are "Advertising Documentaries," which can be described as commercial shorts—"A Trip Through the Ford Plant" perhaps, or "Whence Comes Your Morning Toast." Subject to ITA approval, these may be any length, may be produced by either advertiser or program contractor; they fall into the entertainment category and may contain advertising. According to Richard Meyer, ABC's director, spots on such programs may be sold and also fall outside the six-minute-per-hour regulation.

For the Advertising Magazines and Shopper's Guides, the rate is $980 for two minutes or less of basic participation in B time, and $1,680 in A time. Documentaries or Advertising Features, length ½ hour, in A time run $5,600, and in B time, $2,800. Saturday's time signals (5 seconds, on the hour) cost $2,100 for a minimum of seven; on Sunday, the same runs to $2,800.

The English are still quivering from the shock of discovering that one U. S. Coronation telecast was followed by a commercial for Lady Pepperel Sheets, "fit for a queen," and another interpolated Fred J. Muggs into these dignified proceedings. It has therefore been provided that in televising royal occasions there must be at least a two-minute interval between the program and ads before or after. Moreover, "any broadcast before or after a royal event must be of a tone and style suitable to the occasion."

Commercial copy has to be submitted to the company (program contractor) at least two weeks in advance, with material for live ads submitted six weeks ahead. Advertisers must prepare alternative acceptable copy, and the contractor has absolute right to alter or substitute, to delete by fading or cutting (advertiser still pays full price for time and/or studio facilities). Only if the contractor omits the commercial entirely, which he has the right to do for any reason whatsoever, does he refund payment.

The British feel that by eliminating sponsorship, "the filling of the programs with material supplied by advertisers," they are removing the crasser elements of U. S. tv and insuring that the medium retains its public service character. As Sir Robert Fraser, ITA director-general, puts it, he sees tv as "a good publisher sees his publishing house—a group of men and women doing a job . . . to which they apply their own standards of what is good and bad, which they see as a social instrument for the use of which they are responsible.

"It is not good enough or dignified enough that television programs should be an inconsequent derivative of an unrelated succession of advertising decisions, no matter how public spirited some of the advertisers may be," Sir Robert declares. "It is simply not the way to secure the best social use of the medium. This is a point of view first stated in this country by our own advertisers and agents."

Sir Robert further says that there will be no "sponsored" tv or even "commercial" tv in spite of the widespread use of these phrases in Britain. There will be "independent" or "free" tv. "We do not speak of the commercial press," he explains. "Unless a free community has lost its grasp of its own fundamental values, it is called a *free* press."

This, then, is the policy behind the fact that advertisers cannot choose the shows during which their commercials will be transmitted. It also helps to explain such portions of the Tv Act as regulation that nothing may be broadcast between six and seven p.m., traditionally British children's bedtime. The peers and seers who wrote the law envisaged bedtime difficulties which might disrupt the English household. Enough Englishmen and women had visited the U. S. in recent years to have decided that tv produces a bedtime problem.

Both London program companies have been busily lining up shows and talent, about which they give out frequent fanfare. Associated Broadcasting's weekend programs, announced as the "best and brightest in the world" by Prince Littler, company chairman, will present Bob Hope, Norman Wisdom, Gracie Fields, and all the "top-of-the-bill" names in show business on its Sunday night spectaculars from the Palladium. Associated Broadcasting also will broadcast *Theatre Royal* on Sunday eves, a series of filmed plays now being made by "high definition technique," with stars like Eric Portman, Ralph Richardson, Wendy Hiller, Flora Robson. Saturday night will feature a dramatic production with famous British stars, and late Saturday, British disc jockey Jack Jackson will interview, live and on film, various West End stage personalities.

MORE BBC AMMO

BBC has thrown an extra million pounds ($2,800,000) into its fight against commercial tv, it was reported last week. BBC-TV plans to face its rivals with 50 hours of telecasting a week, aimed at holding the island's 12 million viewers faithful to the public-owned corporation. The list of attractions is topped by Britain's favorite sports events. Other aspects of BBC's new look include shearing its panel games to the single top-rated *What's My Line?*, according to Cecil McGivern, program chief.

Associated Broadcasting will use several U. S. imports: *Roy Rogers* is scheduled for Sunday afternoons, and *Col. March of Scotland Yard* will also be seen. The Advertising Magazines include a Sunday afternoon *Going Shopping* with visits to various stores to demonstrate branded merchandise, and two Saturday afternoon programs, a 15-minute *Do It Yourself*, using branded items, and a *Home* show run by actress Joy Shelton. These programs consist entirely of advertising, which is required to be "entertaining."

The weekday group, Associated-Rediffusion, has announced a series of 26 half-hour filmed programs—*Around the World with Orson Welles*, in which he will do offbeat interviews in farflung places. First in the series is "The Third Man Revisits Vienna." The drama division under Norman Marshall is producing one-hour plays at Shepperton Studios. There also will be a 1½ hour drama alternating weekly with concerts by the Halle Orchestra under John Barbirolli, once director of the New York Philharmonic, who has been appointed ART/V's advisor on music to "ensure that all music used in the program will conform to his musical taste and the high quality of entertainment the station intends to offer."

The weekday programs will present "specially devised entertainment for women . . . *with due respect for their intelligence*"—half-hour transmissions every morning at 10:45 a.m., a period popularly called "elevenses," when most housewives sit down to a cup of tea and a rest before tackling the heavier housework. Three times weekly at 12:15 p.m., the "tinies"—children under five—will have a program.

The youngest set gets a 5 to 6 p.m. show called *Tea-V Hour*, because, as officials hasten to explain, no British child over age twelve will permit himself to be considered a child. A serial for girls is planned; boys will have *Hopalong Cassidy*.

Another U. S. show to be transmitted is *Dragnet*. The company has been considering the purchase of *Four Star Playhouse* and similar U. S. material, but is handicapped by the ITA ruling limiting non-British programs to one hour daily.

On the weekday transmissions, ART/V expects to allot 22½% of the broadcast day to sports—racing, stock cars, boxing, soccer, swimming, etc. They have signed all five race tracks in the London area and also have contracted for exclusive rights on the only indoor pool with a built-in underwater window for photography.

Program time units are quarter hour, half hour, an hour, and an hour and a half on the London station. In general, both contractors feel that commercials longer than two minutes will lose audience, a possibility to which they are acutely sensitive, particularly in view of general public opinion about commercialism in television. In some instances, however, they are selling spots as long as three minutes, when the ad itself is considered interesting. Again, it is a matter of deep concern that tv be a "welcome visitor rather than an intruder in the home."

By law, the transmission day is only seven hours, so contractors have had to select the hours preferred. ART/V will transmit from 10:45 to 11:15 a.m., will broadcast music from 11:15 a.m. to 12:15 p.m., will resume transmission from 12:15 to 12:45 p.m., and will sign off for the afternoon until 5 p.m. The company decided against afternoon hours because of competition from the BBC's 2-3 p.m. women's programs. Telecasting begins again with children's material from 5 to 6 p.m., and signs off until 7 p.m. to clear the field of distractions during bedtime. From 7 to 11 p.m., the evening program is transmitted.

Weekend transmission hours by Associated Broadcasting are Saturday, 2 to 11 p.m., and Sunday, 2 to 10:30 p.m., with the usual bedtime break between 6 and 7 p.m.

Second major problem is the matter of converting tv sets. In Britain, there have

been three separate stages of receiver manufacture. From 1947 to 1950, sets were designed to receive only the BBC circuit, without provision for adaptation for other channels. These sets can, however, be adapted to get one additional specific frequency, at a cost of $20 to $25.

From 1950 to 1953, sets were made to receive only the BBC but had a built-in arrangement which could easily be adapted to receive 13 channels. To adjust this type costs $14 to $17. From 1953 on, all sets in Britain have been designed to receive 13 channels. Those which require adapting also need adjustment of the aerial, at additional cost. Average expense per family to adapt for the new tv is estimated at $25, a considerable amount in a country of relatively low wages.

The two London contractors jointly have financed an advertising campaign to get set owners to convert in time for the September opening, with J. Walter Thompson handling the account. First campaign used evening papers to hit the big cities and saturate London, where the first telecasts begin.

Total number of tv subscribers today is 4½ million and has risen by a million per year since 1947, when the British tv boom began. Though television is old in Britain and was fairly well known even before the war, the field really opened about the same time as in the U. S. In 1947 there were 14,500 receivers extant.

Of the 1½ million sets in London now, it is estimated that ¼ million will be ready to receive commercial telecasts in September, and the figure is expected to reach a million by six months after programs get underway.

The September London programs will be transmitted from a 60 kw temporary station built by Marconi at Croyden, 375 ft. above sea level. This arrangement will continue for about 18 months; there is talk of later sharing a mast with the BBC.

Even with all the excitement stirred up by the debut of commercial tv, it is still considered tentative and experimental by many people. The Television Act, for example, provides that ITA go out of existence 10 years after its creation, to give Parliament and the British people a chance for a serious review. If it turns out "a complete hash," as Britons put it, it can then be dropped completely.

The man at the top of ITA is a ministerial appointment, with emphasis on good taste and respectability in the person of Sir Kenneth Clark, a brilliant administrator with a fine arts background. Sir Kenneth directed Britain's National Gallery at the tender age of 31. He became Director of the Ministry of Information's film division during the war, and later became controller of home publicity. He was Slade Professor of Fine Arts at Oxford from 1946 to 1950, and in 1953 became Chairman of the Arts Council —a kind of highbrow impresario job of awarding subsidies to operas and art exhibitions.

ITA's managing director Sir Robert Fraser, in a recent speech, explained his sanguine expectations. "If ever there was a country absolutely tailored for independent television, it is ours. Relatively short distances to cover with coaxial cables or microwave links, a high population density, vast numbers of people within the area of coverage of the main stations, a high standard of life, a buoyant demand for the kind of consumption goods suitable for television advertising, and powerful, responsible, lively and clever organizations ready to produce the programs. Unless we make howling blunders," he concluded, "it will surely be a success!"

BBC TAKES A FEW EXCEPTIONS TO McCOLLOUGH

EDITOR:

May I comment on Mr. Clair R. McCollough's interview in your issue of July 25, which I enjoyed reading?

It is the clearest exposition that I have seen so far of how commercial television may work in Britain. British advertising men who have never heard of "splits" and "20-second spots" must have seemed rather naive to him, but on the whole Mr. McCollough is enthusiastic about commercial television in Britain, and that is only to be expected from the Chairman of the Television Board of the NARTB, which regulates a multi-billion dollar commercial television industry here. However, in his exposition he has been misguided in some of his conclusions about the BBC. The BBC is represented as rather dull and unenterprising. It is suggested that the reason why there are relatively so few television sets in Britain (4,676,432, roughly the equivalent of 16 million sets in the U. S. A.) is because BBC programmes do not have mass appeal. Remember that there was a Government Purchase Tax of 66% on television sets after the war. Two years ago it came down to 50%. The miracle is that under these conditions over four million sets have been sold. Would there be 36 million sets in use in the U. S. A. if there had been a 66% tax? Some say it is the high price of colour sets which caused Colour [tv] to move ahead more slowly than anticipated, and not poor programmes. Incidentally, a government in a country with five million war damaged homes to repair, and which had to export or starve, could quite reasonably maintain that television was a luxury, and divert by taxation the country's resources into more productive channels.

It is also suggested that the BBC's Light programme network was derived from the requirements of several million GI's in England, but in fact it was derived from the General Forces Programme, which was an extension of the Forces Programme for the British Expeditionary Forces, started in the early days of the war, nearly two years before Pearl Harbour.

It will be no new thing for the British to hear or see American material. Has it been forgotten that the supposedly old-fashioned BBC had a television service before the war from 1936 to 1939, four hours every night? Among the American plays which were then televised at length by the BBC were: Eugene O'Neill's *Ah Wilderness!, Emperor Jones, Marco Millions* and Thornton Wilder's *The Happy Journey to Trenton & Camden, Love and How to Cure It, Queens of France.*

Writers such as James Thurber, John Van Druten, Dorothy Parker, Louis Bromfield, Robert Benchley, Ogden Nash appeared on programmes, or allowed their sketches to be televised. American stars at that time in BBC programmes were: Tyrone Power, Greer Garson, Charles Laughton, Sophie Tucker, Danny Kaye, Gene Autry and many others. We had American bubble dancers, knife throwers, acrobats and jugglers, and Hildegarde on television, all before the war.

It is suggested that the BBC's White City project has been triggered off by the advent of the ITA [Independent Television Authority]. The BBC first tried to secure a similar site in central London for a television city before the war. In January 1947 the first negotiations were made about the White City site, and in 1949 BBC was given permission to acquire the present 13 acres. The beautiful plan for its development illustrated in your article was made before the ITA was ever heard of. One block is already completed, another will be finished this year, and the main block of production studios will probably be ready in 1959, not 1966, as was reported.

The BBC has not been supplied by a repentant government with "everything to revitalise it." Its increased revenues are the natural consequences of the increased number of sets in use, from each of which the BBC receives $9.00 per annum licensee fee, less almost 20% retained by the government for various purposes, including a small grant to the ITA. The number of sets is rising by about 1¼ million per annum.

Finally it is realized by the BBC that commercial television has largely, at the outset, been staffed from the BBC, until it can train its own people.

There is not the slightest possibility or wish to "establish a regulation or pass a law whereby the ITA will not be permitted to hire their best people at greatly increased compensation."

There is nothing strange about a corporation raising the salaries of some valuable key members to keep them. It is done here in the U. S. A. from time to time. True there were groans from some who were not included, and the grade system creaked, but there was never any suggestion of a strike.

Basil Thornton
North American Representative
British Broadcasting Corp.
New York City

YOU MIGHT THROW THE JAVELIN 263 FT.—*

BUT . . . YOU NEED WKZO-TV TO BE CHAMP IN WESTERN MICHIGAN!

AMERICAN RESEARCH BUREAU FEBRUARY, 1955, REPORT GRAND RAPIDS-KALAMAZOO		
	Number of Quarter Hours With Higher Rating	
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	144	56
5 p.m.—11 p.m.	83	37
Saturday & Sunday 10 a.m.—11 p.m.	80	24

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

The February, 1955 American Research Bureau Report (left) shows that WKZO-TV is the favorite station in Battle Creek and Muskegon, *as well as in Kalamazoo and Grand Rapids.* By almost 3-to-1, in fact!

WKZO-TV is the Official Basic CBS Television Outlet for Western Michigan. 100,000 watts—Channel 3. Serves over half a million television homes in 29 Western Michigan and Northern Indiana counties.

Your Avery-Knodel man has all the facts.

100,000 WATTS • CHANNEL 3 • 1000' TOWER

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids

Avery-Knodel, Inc., Exclusive National Representatives

**Bud Held set this world's record in Pasadena on August 8, 1953.*

HOW TO PROMOTE A BIG BIRTHDAY

KNX TURNS ITS 35TH ANNIVERSARY OBSERVANCE INTO A BOON FOR ALL OF SOUTHERN CALIFORNIA

THERE isn't much news any more in a radio station anniversary loaded with self-praise programming, but when a station celebrates its 35th birthday with gifts for the listener and 18 hours of shows which promote the community instead, the story merits repeating. Especially when the event is sponsored.

CBS Radio's key outlet in Los Angeles, KNX, will be 35 this Saturday (Sept. 10). For 18 hours, in two and three-hour segments, the station will rove Southern California with its microphones, relating on the scene the story of the region's great growth and amplifying the pulse of its industry.

Except for news and sports shows, all other commercials will be cancelled to make way for the 18-hour feature, *Birthday Bonanza,* sponsored by Standard Federal Savings & Loan of Los Angeles. Even the commercials retained on the news and sports shows will tie in with the boost-Southern-California theme. The listener? He will have a chance to win autos, minks, radios, appliances, furniture, tools and other prizes, $65,000-worth, if he has registered during the last two weeks at one of the stores of the Owl Drug Co., which is sharing in the promotion.

How does a radio station stage such a promotion? When and where do you start? What does it cost?

Surprisingly enough, the out-of-pocket cash requirements are relatively low since a radio station can employ trade promotions to obtain perhaps the most costly item —prizes. KNX in this instance is swapping full value in broadcast advertising to those firms which supplied the items. The greatest expense, obviously, is the total extra man-hours required of the staff in the advance planning and actual production of the event. Cash accounts include items such as newspaper advertising, banners, and displays.

For KNX, the work started last spring. William D. Shaw, general manager of the station and the Columbia Pacific Radio Network, met with his department chiefs. Realizing no western station has ever had a 35th anniversary, they concluded it should be observed impressively or not at all.

Their first policy decision was that the observance would not be a session of back slapping. Instead, the entire day of Sept. 10 would be a salute to Southern California. Decision number two was that no time during the day would entertainment be neglected.

At this point, Robert P. Sutton, KNX-Columbia Pacific Radio Network program director, took the project to his staff. They began days of searching for ideas to carry out the major theme of promoting the land they live in. Soon the pattern of visits to different areas, industries, and people evolved, demonstrating radio's greatest assets, its flexibility and immediacy. Each segment of the 18-hour program acquired its own theme.

But the work was only begun. How would it be promoted?

Contests—permitting gifts for the listener —was the first suggestion of John M. Asher, KNX-CPRN director of sales promotion and advertising. He believes nothing excites the listening audience more than a chance to win something really worthwhile and the more prizes the more people would have a chance to win.

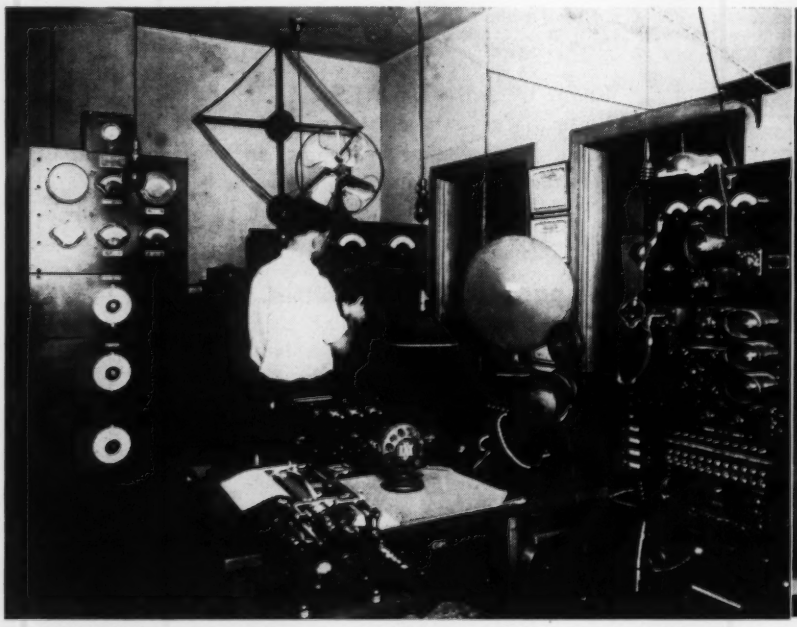
Prizes were solicited and obtained. Five automobiles, including two Buicks and a Pontiac; thousands of dollars worth of mink stoles and a $10,000 blue mink coat; a complete kitchen; sets of auto tires; radios,

WHO WAS ON FIRST

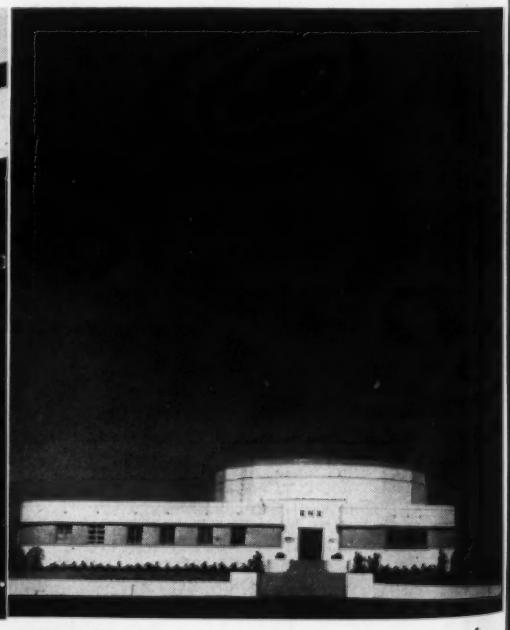
THE 35th year of radio broadcasting will be celebrated by pioneer enterprises in a number of areas during the autumn months.

KDKA Pittsburgh, WOI Ames, Iowa, and others were active in various ways in 1920. KDKA, Westinghouse Broadcasting Co. station, will celebrate Nov. 2 the 35th anniversary of "the first regular, pre-planned, pre-advertised, pre-scheduled broadcast of any commercial station in the world, Nov. 2, 1920." The station had been operated in 1916 as 8XK and was listed by the U. S. Dept. of Commerce.

WOI and WWJ Detroit operated radio projects in 1920, the former having experimented for a long period. B•T is not umpiring the battle of claims, but reporting as pioneers celebrate their early efforts.



BY 1924 KNX was operating with this 500 w transmitter in the Hoffman Bldg. The technician is Paul O'Harra, now audio supervisor for KNX and CBS Radio.



NOW 35 years old, KNX signals emanate from this modern transmitter building at Torrance, Calif.

ON STAGE AT WBEN-TV

On stage at WBEN-TV . . . and a crew of experts goes to work ! Experts because . . . WBEN-TV's well-knit team of directors, announcers and technicians have been with this pioneer station since its beginning in 1948. These TV veterans have had seven long years experience in the production of television commercials.

WBEN-TV scheduling assures enough rehearsal time for every commercial. Two fully equipped studios permit staging effects that are polished to perfection.

Standards like this cost no more, — that's why more and more time buyers buy WBEN-TV more and more often. Let quality production tell YOUR story in a quality way.

WBEN-TV DELIVERS

Western New York is the second richest market in America's richest State. And—WBEN-TV delivers this market as does no other television station.

in Buffalo-TV dollars count for more on channel 4

CBS NETWORK

WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representatives

HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO

scores of them; valuable sets of tools, etc. In all, $65,000 worth of gifts.

The KNX executives decided the contests for prizes must be simple. All a listener need do is send in his name and telephone number on a special coupon or postcard. During the day, the names would be drawn, the listener called and asked a question—about Southern California, of course.

Arrangements were made with the Owl Drug Co. to distribute a half-million contest entry forms through its 80 stores in the Los Angeles area. The Owl chain in addition is advertising the contests and coupons in some 60 newspapers in the area and is displaying counter cards, wire hangers and window banners promoting the KNX event.

KNX has been using 44 newspapers in metropolitan Los Angeles to advertise the anniversary and contests, some ads containing the coupon, others purely reminder or teaser copy.

Naturally KNX did not overlook its own facilities. Countless air promotions are being used. The radio promotion began several weeks ago with a preliminary contest to select "Miss KNX," a girl with a perfect 35 figure to reign as official hostess in promotion events during the two weeks before Sept. 10.

KNX disc jockey personalities invited female listeners to send in their pin-up poses and from these 12 candidates were chosen. On Aug. 25, KNX invited the local radio-tv columnists, fan magazine editors and trade press to pick "Miss KNX" from the 12. They chose Jean Moorhead, a 20-year-old Santa Monica girl, who was crowned by Gary Crosby, CBS Radio star.

MISS KNX—A PERFECT 35

During the two weeks before Sept. 10 she has been visiting luncheon clubs, was introduced during intermission at the ballpark, toured the city in a motorcade of the gift cars, is calling on advertising agency executives and is making guest appearances on KNX shows.

Even the choice of the title, *Birthday Bonanza,* for the Sept. 10 program was a promotion, an intra-mural cash prize contest among KNX employes.

On Saturday, the promotion will climax with full exterior decoration of the KNX building at Columbia Square in Hollywood. An airplane will fly for six hours over the Los Angeles area carrying a KNX banner seven feet high and 50 feet long. In the KNX lobby old radios and one of the station's first 5 w transmitters will be displayed. Coffee and doughnuts will be served.

Along with other civic and business leaders, Mayor Norris Poulson is participating by sending congratulations to the station. The city council and county board of supervisors are adopting resolutions commending KNX for its years of public service.

KNX remote teams about the city will be well armed with visual identification as they describe commerce at the harbor, fun at the ball park, football practice at various universities or their laboratory research.

By promoting its community instead of itself, KNX discovered late last week there was birthday gift for it, too. Mr. Shaw and Bert S. West, KNX-CPRN general sales manager, were told by George M. Eason, president of Standard Federal Savings & Loan, his firm would sponsor the 18-hour program and the copy, prepared by Heintz & Co., Los Angeles agency, would be in keeping with a salute to Southern California.

100,000 Watts on 7
TYLER—LONGVIEW

THE *only*
VHF STATION BETWEEN
DALLAS AND SHREVEPORT
in the heart of a Texas-size market—4th in the state

	50 miles	67 miles
POPULATION	402,550	508,070
FAMILIES	121,418	154,935
RETAIL SALES	$378,675,000	$450,121,000

Source: Consumer Markets 1954

KLTV
TYLER, TEXAS

Carrying ALL Networks
ABC CBS DuMONT NBC
A ONE Station Buy

100,000 WATTS CLEAR PICTURE POWER

MARSHALL H. PENGRA, General Manager

NATIONAL ADVERTISERS SELL THIS RICH EAST TEXAS AREA OVER KLTV WITH SUCH TOP SHOWS AS:

George Gobel
I Love Lucy
Toast of the Town
Private Secretary
Colgate Comedy Hour
Break the Bank
Hit Parade
The Bob Cummings Show
Burns & Allen
December Bride
General Electric Theatre
Groucho
Dragnet
Ford Theatre
Life of Riley
Game of the Week
Wednesday Night Fights
People Are Funny

REPRESENTED NATIONALLY BY JOHN E. PEARSON TV INCORPORATED

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

SEPTEMBER 1955

Total U. S. Stations on Air: 438
(Commercial: 424; Educational: 14)
Total Cities With Tv Stations: 286
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
►WABT (13) NBC, ABC; Blair; 347,650; N; $750
►WBIQ (*10)
►WBRC-TV (6) CBS; Katz; 321,000; N; $750
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
►WMSL-TV (23) CBS, NBC; Walker; 28,500; $150
DOTHAN†—
►WTVY (9) CBS; Young; $100
MOBILE—
►WALA-TV (10) NBC, ABC, CBS; Headley-Reed; 124,500; $400
WKAB-TV (48) See footnote
WKRG-TV (5) CBS; Avery-Knodel; 3/23/55-9/5/55
MONTGOMERY—
►WCOV-TV (20) CBS, ABC, DuM; Raymer; 71,000; $200
►WSFA-TV (12) NBC, ABC; Katz; 92,152; $250
MUNFORD†—
►WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
►KVAR (12) NBC; Raymer; 137,790; N; $450
PHOENIX—
►KOOL-TV (10) CBS; Hollingbery; 137,790; N; $500
►KPHO-TV (5) DuM; Katz; 137,790; N; $450
►KTVK (3) ABC; Weed; 165,000; N. LF, LS; $400
TUCSON—
►KOPO-TV (13) DuM, CBS; Hollingbery; 48,200; $250
►KVOA-TV (4) ABC, NBC; Raymer; 48,200; $225
KDWI-TV (9) 4/19/55-Unknown
YUMA†—
►KIVA (11) ABC, CBS, NBC; Raymer; 26,908; $200

ARKANSAS

EL DORADO†—
KRBB (10) NBC; 2/24/54-Fall '55
FORT SMITH—
►KFSA-TV (22) NBC, ABC, CBS, DuM; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
►KARK-TV (4) NBC, DuM; Petry; 112,711; N; $350
►KATV (7) (See Pine Bluff)
KTHV (11) Branham; 11/4/54-11/1/55
PINE BLUFF—
►KATV (7) ABC, CBS; Avery-Knodel; 112,711; N; $450
TEXARKANA—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC, DuM; Weed; 93,000; $275
►KERO-TV (10) NBC, CBS, Hollingbery; 152,000; N; $400
BERKELEY (SAN FRANCISCO)—
►KQED (*9)
CHICO—
►KHSL-TV (12) CBS, ABC, NBC, DuM; Avery-Knodel; 68,100; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA†—
►KIEM-TV (3) CBS, ABC, NBC, DuM; Hoag-Blair, 25,000; $200
FRESNO—
►KJEO (47) CBS, ABC, DuM; Branham; 162,000; N; $450
►KMJ-TV (24) NBC; Raymer; 162,000; N, LF, LS; $500
KARM (12) Bolling; Initial Decision 8/3/54
KBID-TV (53) See footnote
LOS ANGELES—
►KABC-TV (7) ABC; Petry; 2,173,665; $1,500
►KCOP (13) Weed; 2,173,665; $1,250
►KHJ-TV (9) DuM; H-R; 2,173,665; N; $1,200
►KNXT (2) CBS; CBS Spot Sls.; 2,173,665; N, LS, LF, LL; $2,700
►KRCA (4) NBC; NBC Spot Sls.; 2,173,665; N, LS, LF, LL; $3,200
►KTLA (5) Raymer; 2,173,665; LS, LF, LL; $1,250
►KTTV (11) Blair; 2,173,665; $1,700
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
►KBET-TV (10) CBS; H-R; 370,000; N, LF; $600
►KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
KCRA-TV (3) NBC; Petry; 4/13/55-9/15/55
SALINAS (MONTEREY)—
►KSBW-TV (8) CBS, ABC, NBC; H-R; 102,000; $350
SAN DIEGO—
►KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $800
►KFSD-TV (10) NBC; Katz; 306,845; N; $600
SAN FRANCISCO—
►KGO-TV (7) ABC; Petry; 1,149,080; $1,200
►KPIX (5) CBS; Katz; 1,149,080; N; $1,250
►KRON-TV (4) NBC; Free & Peters; 1,149,080; N, LS, LF, LL; $1,500
►KSAN-TV (32) Stars National; 300,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
KNTV (11) Bolling; 4/15/54-9/5/55
SAN LUIS OBISPO—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 93,676; $200
SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 227,918; $400
STOCKTON†—
►KOVR (13) DuM; Blair; 1,120,660; $700
►KTVU (36)
TULARE (FRESNO)—
►KVVG (27) Young; 166,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
►KKTV (11) CBS, ABC, DuM; Hollingbery; 59,223; $150
►KRDO-TV (13) NBC; Avery-Knodel; 40,000; $125
DENVER—
►KBTV (9) ABC; Free & Peters; 306,683; $600
►KFEL-TV (2) DuM; Hoag-Blair; 306,683; N; $400
►KLZ-TV (7) CBS; Katz; 306,683; N; $650
►KOA-TV (4) NBC; Petry; 306,683; N; $650
KRMA-TV (*6) 7/1/53-Unknown
GRAND JUNCTION†—
►KFXJ-TV (5) NBC, CBS, ABC, DuM; Holman; 13,772; $156
PUEBLO†—
►KCSJ-TV (5) NBC; Avery-Knodel; 55,310; $150

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
►WGTH-TV (18) ABC, DuM; H-R; 291,229; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
►WKNB-TV (30) CBS; Bolling; 284,169; N; $400
NEW HAVEN†—
►WNHC-TV (8) NBC, ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
►WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
►WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; Katz; 600,000; $750
►WRC-TV (4) NBC; NBC Spot Sls.; 749,000; N; $1,250
►WTOP-TV (9) CBS; CBS Spot Sls.; 688,800; N; $1,500
►WTTG (5) DuM; H-R; 660,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown
DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-9/3/55
FORT LAUDERDALE—
►WITV (17) ABC; H-R; 176,000 (also Miami); $400
FORT MYERS†—
►WINK-TV (11) CBS, ABC; McGillvra; 14,012; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE†—
►WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600; N; $200
►WMBR-TV (4) CBS, ABC, DuM; CBS Spot Sls.; 478,644; N; $700
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
►WGBS-TV (23) NBC; Katz; N; $500
►WTVJ (4) CBS; Free & Peters; 334,500; N; $900
►WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 101,245; N; $275
WORZ Inc. (9) Initial Decision Aug. 10
PANAMA CITY—
►WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 30,100; $150
PENSACOLA—
►WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 101,250; $250
►WPFA (15) McGillvra; 32,500
ST. PETERSBURG†—
►WSUN-TV (38) ABC, DuM; Weed; 173,474; $325
TAMPA—
►WFLA-TV (8) NBC; Blair; 185,000; N, LF, LS; $400
►WTVT (13) CBS; Avery-Knodel; 185,000; N, LF, LS; $400
WEST PALM BEACH—
►WEAT-TV (12) ABC; Walker; 231,000; $200
►WIRK-TV (21) Cooke; 47,609; $150
►WJNO-TV (5) NBC, CBS, DuM; Venard; 301,875; $250

GEORGIA

ALBANY†—
►WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000; $200

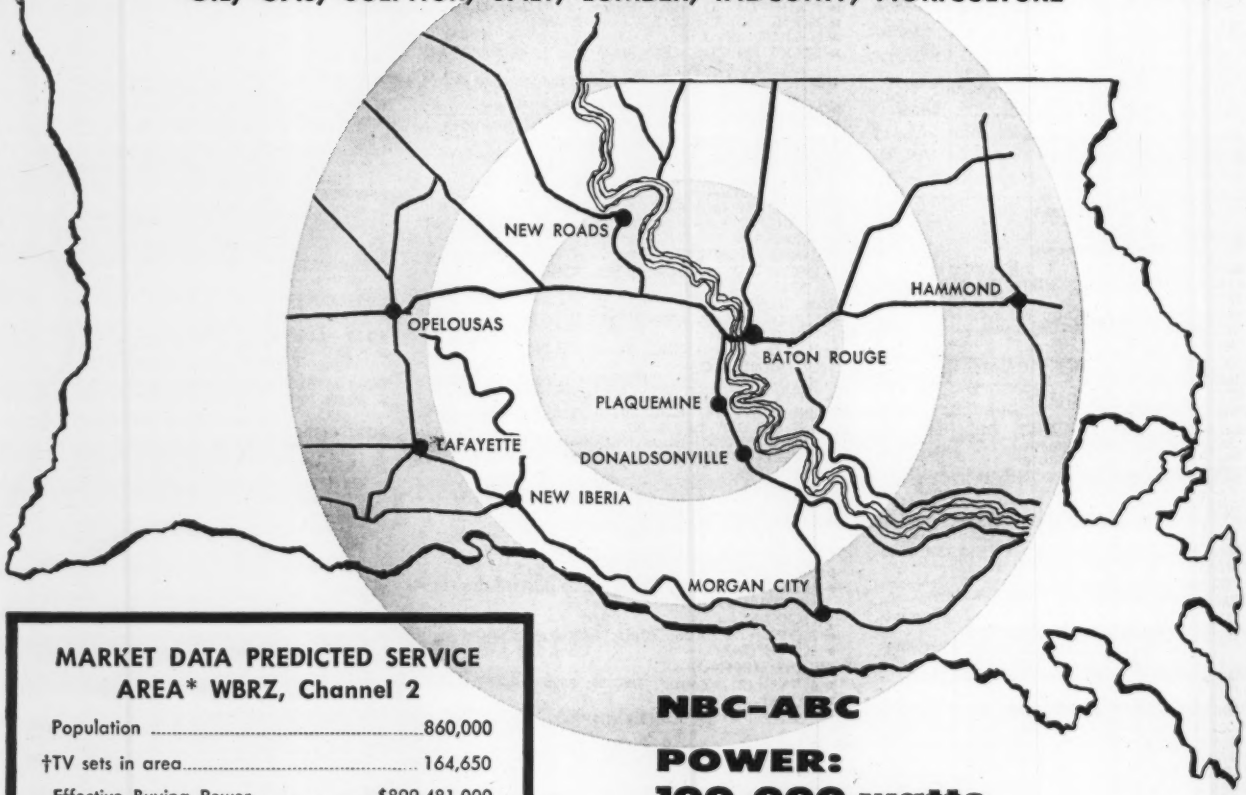
SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

TARGET: • $899,481,000.00
• Buying Power Market

WBRZ Channel 2

BATON ROUGE, LOUISIANA

The only TV station completely covering the rich heartland of Louisiana. New payrolls—new wealth are generated in Louisiana by OIL, GAS, SULPHUR, SALT, LUMBER, INDUSTRY, AGRICULTURE



MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power	$899,481,000
Retail Sales	$580,937,000
Food Sales	$129,460,000
Automotive Sales	$122,571,000
Drug Sales	$ 16,371,000

SOURCE: Sales Management's Survey of Buying Power, 1954
*Class "B" †Television Magazine

NBC–ABC

POWER: 100,000 watts

MORE TOWER: 1001 ft. 6 inches

Largest TV Antenna in the United States
12 Bays—Channel 2

Represented by Hollingbery

RETAIL SALES: $580,937,000.00

B•T TELESTATUS

ATLANTA—
► WAGA-TV (5) CBS, DuM; Katz; 462,000; N; $850
► WLWA (11) ABC; Crosley Sls.; 481,000; $700
► WSB-TV (2) NBC; Petry; 484,725; N, LS, LF; $900
WQXI-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC, DuM; Hollingbery; 154,872; N; $250
► WRDW-TV (12) CBS; Headley-Reed; 149,900; $250

COLUMBUS—
► WDAK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC; Avery-Knodel; 102,936; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WTOC-TV (11) CBS, ABC, NBC, DuM; Avery-Knodel; 150,360; $200
WSAV-TV (3) 1/26/55-Unknown

THOMASVILLE†—
WCTV (6) CBS; Meeker; 12/23/53-9/15/55

IDAHO

BOISE†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 47,175; $150
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 44,000; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC, DuM; Gill-Perna; 39,460; $175

LEWISTON†—
KLEW-TV (3) 2/9/55-11/1/55

TWIN FALLS†—
KLIX-TV (11) ABC; 3/19/53-Unknown (granted STA 4/19/55)

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 390,000; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,255,000; $2,200
► WGN-TV (9) DuM; Hollingbery; 2,300,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000; N, LL, LS, LF; $3,300
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC, NBC, DuM; Bolling; 158,400; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 232,437; N; $400
► WTVH (19) CBS, ABC; Petry; 231,056; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 256,600; N; $400
► WTVO (39) NBC, DuM;; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC, DuM; Avery-Knodel; 303,930; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC, DuM; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 2/2/55-Unknown

BLOOMINGTON—
► WTTV (4) NBC; Meeker; 657,615 (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC, NBC, DuM, CBS; H-R; 208,319; LS; $300

EVANSVILLE—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315; $250
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

FORT WAYNE—
► WKJG-TV (33) NBC, DuM; Raymer; 138,070; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) ABC, NBC, DuM; Katz; 660,000; N; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,000
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE†—
► WFAM-TV (59) CBS, DuM; Rambeau; 66,500; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225

NOTRE DAME (SOUTH BEND)—
► WNDU-TV (46) NBC; Meeker

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400
► WNDU-TV (46) See Notre Dame

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, DuM; Bolling; 154,000; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC, CBS, DuM; Weed; 315,600; N; $550

CEDAR RAPIDS—
► KCRG-TV (9) ABC, DuM; Venard; 288,660; $325
► WMT-TV (2) CBS; Katz; 272,700; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 295,165; N; $800

DES MOINES—
► WHO-TV (13) NBC; Free & Peters; 302,000; N; $650
► KRNT-TV (8) CBS; Katz
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC, DuM, CBS; Pearson; 41,200; N; $150

MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200

OTTUMWA†—
KTVO (3) 12/16/53-Unknown

SIOUX CITY—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,000; N; $300
► KVTV (9) CBS, ABC; Katz; 153,564; N; $300

WATERLOO—
► KWWL-TV (7) NBC, DuM; Avery-Knodel; 162,159; $400

KANSAS

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225

HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 228,230; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC, DuM; Katz; 125,297; $250

TOPEKA—
► WIBW-TV (13) CBS, ABC, DuM; Capper Sls.; 459,428; N; $400

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 225,000; $425
► KEDD (16) NBC; Young; 160,968; $425
► KTVH (12) See Hutchinson
KARD-TV (3) Petry; 6/8/55-Unknown

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 88,003; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 466,671; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

New Tv Stations

THE following tv stations had started regular programming by the time B•T went to press:

WXEX-TV Petersburg, Va. (ch. 8); KTBS-TV Shreveport, La. (ch. 3); KTRE-TV Lufkin, Tex. (ch. 9); WFLB-TV Fayetteville, N. C. (ch. 18); KTVU Stockton, Calif. (ch. 36), and WILL-TV Urbana, Ill. (educ. ch. 12).

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC, DuM; Young; 82,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 164,650; $250

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 67,500; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; DuM; Young; 62,167; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC, DuM; H-R; 241,500; $300

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 340,152; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS, DuM; Bolling; 139,000; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55

SHREVEPORT—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 88,000; $300
► KTBS-TV (3) NBC; Petry

MAINE

BANGOR—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300

PORTLAND—
► WCSH-TV (6) NBC, DuM; Weed; 173,767; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 618,063; $975
► WBAL-TV (11) NBC; Petry; 618,063; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 618,063; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 52,860; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,332,379; N, LS, LF; $2,000
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,332,379; N; $2,000
WJDW (44) 8/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)†—
► WTAO-TV (56) ABC, DuM; 219,000; $250

PITTSFIELD†—
► WMGT (19) DuM, ABC; Walker; 167,054; $250

SPRINGFIELD—
► WHYN-TV (55) CBS, DuM; Branham; 190,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 192,500; N; $350

WORCESTER—
► WWOR-TV (14) ABC, DuM; Raymer; 116,992; $250
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 27,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 312,555; N; $500

CADILLAC—
► WWTV (13) CBS, ABC, DuM; Weed; 311,957; $250

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,000; N; $2,000
► WWJ-TV (4) NBC; Free & Peters; 1,530,000; N; $2,000
► WXYZ-TV (7) ABC; Blair; 1,546,000; N; $1,700
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown
WTVS (*56) 7/14/54-Fall '55

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) CBS; 5/12/54-Sept. '55

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 544,514; N; $1,050
WMCN (23) 9/2/54-Unknown

EVENING

COMPARATIVE TV NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Lehn & Fink The Sunday Lucy Show		Johns Manville alt. Sunday: Pan Amer. Meet the Press L
6:15				
6:30		You Are There Electric Cos. (alt. wks.) Prudential		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie		Toni Frawley Corp. (alt.) People Are Funny
7:15				
7:30		Am. Tobacco Prvt Sectry.		*Do-It-Yourself* L
7:45				
8:00	Famous Film Festival (Participating)	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Variety Hour L 7:30-9 p.m. (1 wk. of 4) Color Spread Spectaculars
8:15				
8:30				
8:45				
9:00	Emerson Drug Lentheric Inc. Chance of a Lifetime	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Alcoa TV Playhouse
9:15				
9:30	Pharmaceuticals Life Begins At 80	Bristol-Myers Stage 7		
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Appointment with Adventure		Kleenex P&G Loretta Young Show F
10:15		Jules Montenier alt. wks. Remington Rand What's My Line L		
10:30				R J. Reynolds Bob Cummings Show F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran & Ollie*			
7:15		Whitehall News (st. 9/26)		Tony Martin Asso. Prods. Webcor L
7:30	Miles Labs. Daly-News	Amer. Home Prod.-News (thru 9/19)		Camel Caravan L
7:45	*Greatest Sports Thrills* F	*Julius LaRosa* (thru 9/19)		
8:00	Studebaker Packard Tv Readers Digest F	Carnation (alt.) Goodrich Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:15		Lvr.-Lptn. (alt. wks.) CBS-Clmba. Godfrey's Talent Scouts		
8:30	Firestone Voice of Firestone L			Caesar Presents RCA Lee Amer. Chicle L
8:45				
9:00	*Dotty Mack Show* L	P&G (alt. wks.) Gen. Foods Those Whiting Girls F		Dow Chemical Medic F
9:15				
9:30	CIBA Medical Horizons	General Foods Ethel & Albert 6/20-9/26	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with Schick
9:45				
10:00	*The Big Picture*			Robert Montgomery Presents
10:15		Westinghouse Studio One L		
10:30				
10:45			Co-op At Ringside	
11:00				
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran & Ollie*			
7:15	Tide Water Oil Daly-News	Pall Mall News (st. 9/27)		
7:30	L&M Gen. Elec. Monsanto Warner Bros. Presents	Am. Tob. News L (thru 9/20)		Dinah Shore Show Chevrolet L
7:45		*Upbeat* (thru 9/20)		Camel News Caravan L
8:00		Maytag Co. (alt. wks.) Sheaffer Star Time Playhouse		H. Bishop Place the Face L
8:15				
8:30	Gen. Mills Parker Pen Wyatt Earp	*Music '55* (thru 9/13)		Asso. Prods. Toni A. Murray Party L
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie (thru 9/13)		P&G J. Wyman's Fireside Theatre F
9:15				
9:30	duPont Cavalcade Theatre	S.C. Johnson alt. wks. Pet Milk Spotlight Playhouse (thru 9/20)		Toni Dollar a Second L
9:45				
10:00	*Talent Varieties*	Revlon The $64,000 Question		Truth or Consequence P. Lorillard L
10:15				
10:30		*The Search*		It's a Great Life Chrysler Corp. F
10:45				
11:00				
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00	*Kukla, Fran & Ollie*	
7:15	Miles Labs Daly-News	
7:30	American Motors American Dairy Derby Foods Disneyland	
7:45		
8:00		
8:15		
8:30	Gen. Foods American Tobacco M-G-M Parade	
8:45		
9:00	Pharmaceuticals Inc. Knomark (Alt. wks.) Masquerade Party	
9:15		
9:30	Sheaffer Pen Brwn Wmsn (alt. wks.) Penny To A Million	
9:45		
10:00	Wednesday Night Fights Pabst Brewing Co. Mennen Co. L	
10:15		
10:30		
10:45		
11:00		
11:15 PM		

DAYTIME

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15		Kellogg Wild Bill Hickok		
11:30				
11:45				
12:00 N		Winky Dink and You Ideal Toy		
12:15 PM				
12:30	Faith for Today	Quaker Oats Contest Carnival L		
12:45				
1:00				
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15		The Morning Show 7-9 a.m. Participating Sponsors		
9:30				
9:45				
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes)		Ding Dong School L (See Footnote)
10:15				
10:30				Parent's Time
10:45				The World at Home
11:00				Participating Sponsors Home L
11:15		Colgate-Palmolive Strike It Rich L		
11:30				
11:45		G.M., MWF Wssn O. Tu. Toni, Th Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30				Feather Your Nest Colgate-Palmolive L
12:45		P&G Guiding Light		
1:00				
1:15		*Jack Paar Show*		

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				Pinky Lee Show L
10:15				
10:30				Paul Winchell Show Tootsie Rolls L
10:45				
11:00		Winky Dink and You		*Commando Cody* F
11:15				
11:30		Armour&Co. (alt. wks.) Gen. Mills Tales of the Tex. Rngrs. F		Mr. Wizard L
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

AB

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

EVENING

THURSDAY

	NBC	ABC	CBS	DuMONT	NBC
6:00 PM					
6:15					
6:30					
6:45		*Kukla, Fran & Ollie*			
7:00		Tide Water Oil Daly–News	Pall Mall News (st. 9/29)		
7:15	Eddie Fisher Show Coca-Cola L	General Mills Lone Ranger F	Am. Tob. News (thru 9/22)		Dinah Shore Show Chevrolet L
7:30	Plymouth News Caravan L		*Upbeat* (thru 9/22)		Camel News Caravan L
7:45	Kodak Request Performance F	*Entertainment* L	R. J. Reynolds Bob Cummings Show		DeSoto-Plymouth Best of Groucho F
8:00	Scott Father Knows Best F	Necchi Quality Goods Stop the Music	Chrysler Motors Climax— L		Borden Make the Connection L
8:15					
8:30	Kraft Foods Television Theatre L	Brillo Star Tonight			Chesterfield Dragnet F
8:45		Western U. P&G American Home Down You Go	Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse		Ford Theatre F
9:00	Hazel Bishop This Is Your Life (alt. wk.) P&G	*Outside U.S.A.*	Revlon Prods. (alt. wks.) Gen. Foods Johnny Carson Show		Lever Bros. Lux Video Theatre L
9:15					
9:30	TBA		Interntl. Harvester (alt. wks.) Natl. Biscuit Halls of Ivy		
9:45					
10:00					
10:15					
10:30					
10:45					
11:00					
11:15 PM					

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45	*Kukla, Fran & Ollie*			
7:00	Miles Labs Daly–News	Ronson News (st. 9/30)		
7:15	National Biscuit Co. Rin Tin Tin F	Ronson News (thru 9/23)	DuMont Labs What's The Story	Eddie Fisher Show Coca-Cola L
7:30		*Julius LaRosa*		Plymouth News Caravan L
7:45	Hotpoint Quaker Oats Ozzie and Harriet	General Foods Pantomime Quiz		*Mid-western Hayride* L
8:00				
8:15	Chevrolet Crossroads F	R. J. Reynolds alt. wks. P&G Topper F		Gulf—Life of Riley F
8:30				
8:45	Wine Corp. Dollar A Second	Schlitz Playhouse of Stars F		Simoniz & Amer. C&C Big Story F
9:00				
9:15	Sterling Drug The Vise	General Foods Ray Milland Show Re-runs F		Star Stage Ponds Campbell Soup F
9:30				
9:45	Ralston Name's the Same	Brown & Williamson P&G Undercurrent	*Alec Templeton*	Cavalcade of Sports Gillette L
10:00				
10:15		American Oil, Hamm, Elgin (alt. wks.) Person to Person		
10:30				Red Barber's Corner State Farm Ins. Co. L
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45		Wrigley Gene Autry Show		
7:00				
7:15	Co-op Ozark Jubilee L	Sylvania Beat the Clock L		Swift & Co. Swift's Show Wagon L
7:30				
7:45	Ralston Grand Ole Opry (Every fourth week)	P&G Nestle America's Greatest Bands		The Soldiers F
8:00				
8:15				H. Bishop The Dunninger Show L
8:30				
8:45		P. Lorillard (alt. wks.) Sheaffer Two for the Money		
9:00	Dodge Div. The Lawrence Welk Show L			*Musical Chairs* L
9:15		P&G It's Always Jan (3 of 4 wks.)		
9:30				Texaco Star Theatre J. Durante L (alt.) O'Connor F
9:45		Liggett & Myers Gunsmoke (st. 9/12) (3 of 4 wks.)		Here's The Show Armour (alt.) Pet Milk L
10:00	*Tomorrow* L			
10:15				
10:30		Anheuser-Busch Damon Runyon Theatre (3 of 4 wks.)		Am. Tobacco Warner Lambert Your Hit Parade L
10:45				
11:00				
11:15 PM				

DAYTIME

SUNDAY

	CBS	DuMONT	NBC
			Gen. Dynamics Corp. Youth Want To Know L
			Frontiers of Faith L
		Pro Football Atlantic Refining Co.	*American Forum* L
			Quaker Oats Zoo Parade L
			People L&F
	Face The Nation		Heinz Capt. Gallant of the Foreign Legion F

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
		P&G Welcome Travelers		
		Robert Q. Lewis (See Footnote)		
		Art Linkletter's House Party (See Footnote)		
		Colgate Big Payoff MWF Sus. Tu, Th		Ted Mack Matinee L
		Bob Crosby (See Footnotes)		P&G It Pays To Be Married L
		P&G The Brighter Day		Borden Co. Way of the World L
		Am. Home Pr. Secret Storm		First Love Jergens Co. L
		P&G On Your Account		Frnch. Mste World of M Sweeney L
				Modern Romances Col.-Pal. L
		Gen. Mills Barker Bill's Cartoons W&F		*Pinky Lee Show* L
				Howdy Doody (See Footnote)

SATURDAY

	ABC	CBS	DuMONT	NBC
		Lever Bros. Uncle Johnny Coons		
		Falstaff Brewing and Co-op Baseball Game of the Week		

Explanation: Programs in italics, sustaining. Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. C. H. Masland, Thu. Scott Paper, Fri. General Mills.
10:15-30 Mon. alt. wks. A. E. Staley, Tue. Kellogg, Wed. Simoniz, Thu. Toni alt. wks. Chun King, Fri. Scott Paper.
10:30-45 Fri. S.O.S. alt. Toni.
10:45-11 Fri. Converted Rice, alt. wks. Prudential.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Borden.

Arthur Godfrey
10:30-45 a.m. Mon.—Minnesota Mining Mfg. Tue. Chef Boy-Ar-Dee, Wed.—Corn Prod. Thur.—Dow Chemical.
10:45-11 a.m. M. & W.—Bristol Myers. Tu. & Th.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros., Tue. & Thur. Frigidaire.
11:15-30 a.m. M.-Th.—Pillsbury.

Robert Q. Lewis—2-2:15 p.m., Tue. Miles Labs. Exp. 9/20, Wed. Corn Prod., Fri. Brown & Williamson alt. wks.
2:15-30 p.m. Mon.—Lanolin plus

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:15-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 p.m. Tues. Larsen, Wed. Simoniz, Thu. Toni, Fri. S.O.S., alt. wks. Gerber.
3:45-4 p.m., M., W., Fri.—General Mills. Thu.—Scott Paper Co.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School — Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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BROADCASTING TELECASTING
September 5, 1955

B·T TELESTATUS

KALAMAZOO—
► WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 590,200; N; $900

LANSING—
► WTOM-TV (54) DuM, ABC; McGillvra; 60,850; $200
► WJIM-TV (6) NBC, CBS, ABC; Petry; 435,980; N; $800

MARQUETTE†—
WAGE-TV (6) 4/7/54-Unknown

SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000; N; $300

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 44,298; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $200

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 106,500; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote

HIBBING†—
KHTV (10) 1/13/54-Unknown

MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) DuM; H-R; 600,000; N; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,200
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 600,000; $750

ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 172,833; $200

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-Fall '55

HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown

JACKSON—
► WLBT (3) NBC; Hollingbery; 135,000; N; $300
► WJTV (12) CBS, ABC, DuM; Weed; 118,000; $200

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC, DuM; Headley-Reed; 119,420; $300

CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown

COLUMBIA—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 97,430; $200

FESTUS†—
KACY (14) See footnote

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 164,220; N; $250
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 118,668; $200

JOPLIN—
► KSWM-TV (12) CBS; Venard; 100,444; N; $200

KANSAS CITY—
► KCMO-TV (5) CBS, ABC, DuM; Katz; 503,206; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 503,206; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 503,206; N, LS, LF; $860

ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 139,626; $350

ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 801,630; N, LS, LF; $1,200
► KWK-TV (4) CBS, ABC; Katz; 725,000; N; $1,200
► KTVI (36) ABC, CBS, DuM; Radio-Tv Reps.; 353,285; $400
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 87,774; N; $200
► KYTV (3) NBC, ABC; Hollingbery; 90,800; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 22,000; $150

BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, Blair-Tv; 24,000; $150

MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 20,708; $150

NEBRASKA

HASTINGS†—
KHAS-TV (5) NBC; Weed; 2/11/55-Oct. '55

KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC, NBC, DuM; Meeker; 70,658; $200

LINCOLN—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 129,426; $300
► KUON-TV (*12) 81,458

OMAHA—
►KMTV (3) ABC, CBS, DuM; Petry; 312,530; N; $800
► WOW-TV (6) NBC, CBS, DuM; Blair; 314,505; N; $800
Herald Corp. (7) Initial Decision 4/6/55

SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 28,600; N; $250

LAS VEGAS—
► KLAS-TV (8) CBS, DuM; Weed; 28,600; $250
► KLRJ-TV (2) See Henderson

RENO—
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 20,500; $225
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER—
► WMUR-TV (9) ABC, DuM; Weed; 469,017; $250

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KOAT-TV (7) ABC, DuM; Hollingbery; 58,166; $200
► KOB-TV (4) NBC; Branham; 60,545; $325
► KGGM-TV (13) CBS; Weed; 62,310; $250

CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown

ROSWELL†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 28,318; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N, LL, LF, LS; $250
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC, DuM; Blair; N; 388,750; $600
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 476,062 (plus 506,791 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC, CBS; Free & Peters; 478,849 (plus 459,180 Canadian coverage); N; $950
WTVF (*23) 7/24/52-Unknown

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 69,770; $200

ELMIRA—
WTVE (24) See footnote

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WIRI (5) ABC, DuM; McGillvra; 97,150 (plus 150,000 Canadian coverage); $250

NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 36,400; $100

ROCHESTER—
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 315,000 (plus 55,000-75,000 Canadian coverage); N; $700
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 295,500; N; $600
► WVET-TV (10) CBS, ABC; Bolling; 295,500; N; $600
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 442,300; N; $850

SYRACUSE—
► WHEN-TV (8) CBS, ABC, DuM; Katz; 370,830; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 370,830; N, LS, LF; $800
WHTV (*43) 9/18/52-Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS, DuM; Cooke; 170,000; N; $475

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 41,000; $150
► WLOS-TV (13) ABC, DuM; Venard; 328,950; $250

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 497,775; N, LS, LF; $900
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision Aug. 2

DURHAM—
► WTVD (11) NBC, ABC; Petry; 248,390; N; $450

FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC, DuM; Harrington, Righter & Parsons; 335,330; N, LS, LF; $825

GREENVILLE—
► WNCT (9) ABC, CBS, DuM; Pearson; 113,612; $300

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; Avery-Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55

WASHINGTON†—
WITN (7) NBC; Headley-Reed; 10/27/54-9/26/55

WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 78,360; $200
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 274,706; N; $450
► WTOB-TV (26) ABC, DuM; H-R; 99,053; $200

NORTH DAKOTA

BISMARCK†—
► KFYR-TV (5) NBC, CBS, ABC; Hoag-Blair; 28,750; $200
KBMB-TV (12) Weed; 5/18/55-9/15/55

FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 66,660; $300

GRAND FORKS†—
KNOX-TV (10) 3/10/54-Unknown

MINOT—
► KCJB-TV (13) CBS, NBC, ABC, DuM; Weed; 28,000; $200

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 80,000; $300

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
► WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 525,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC, DuM; Branham; 1,102,650; N; $1,000
► WNBK (3) NBC; NBC Spot Sls.; 1,210,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,100,460; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 464,756; N; $825
► WLWC (4) NBC; WLW Sls.; 350,800; N; $800
► WTVN-TV (6) ABC, DuM; Katz; 381,451; $600
WOSU-TV (*34) 4/22/53-Winter '55

DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC, DuM; H-R; 80,965; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV (9) CBS, ABC; Avery-Knodel; 1,074,415; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC, DuM; Katz; 374,910; N; $850
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000; N; $350
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 151,168; N; $350

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 86,400; N; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 223,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC, DuM; Pearson; 71,000; $150

MUSKOGEE†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750; N; $400

OKLAHOMA CITY—
► KTVQ (25) ABC; McGillvra; 167,381; $225
► KWTV (9) CBS, ABC, DuM; Avery-Knodel; 341,500; N; $750.
► WKY-TV (4) NBC, ABC; Katz; 341,146; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown

TULSA—
► KOTV (6) CBS; Petry; 281,588; N; $700
► KVOO-TV (2) NBC; Blair; 291,046; N; $700
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC, DuM; Hollingbery; 54,000; $225

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Fall '55

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 28,700; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery; 276,100; N; $500
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC, DuM; NBC Spot Sls.; 287,294; N, LF, LS; $550
North Pacific Tv Inc. (8) 6/23/55-Unknown

ROSEBURG†—
KPIC (4) 6/8/55-Unknown

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 537,452; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC, DuM; Headley-Reed; 90,210; $150

ERIE—
► WICU (12) NBC, ABC, DuM; Petry; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 80,649; N; $200

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 193,002; $325
► WTPA (71) ABC, NBC; Headley-Reed; 193,002; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 891,899; N, LS, LF; $750

LANCASTER—
► WGAL-TV (8) NBC, CBS, DuM; Meeker; 912,950; N, LS, LF; $900
WWLA (21) 5/7/53-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N; $3,000
► WFIL-TV (6) ABC, DuM; Blair; 2,105,636; N, LS, LF; $2,400
► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $3,200

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC, DuM; Free & Peters; 1,134,110; N; $1,500
► WENS (16) ABC, CBS, NBC; 395,000; $450
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WIIC (11) CBS; Blair; 7/20/55-11/15/55

READING—
WEEU-TV (33) See footnote
► WHUM-TV (61) ABC, CBS; H-R; 298,021; $300

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; Blair; 260,000; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 260,000; N; $400
► WILK-TV (34) ABC, DuM; Avery-Knodel; 270,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

YORK—
► WNOW-TV (49) DuM; Keller; 106,700; $200
► WSBA-TV (43) ABC; Young; 106,700; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC, DuM; Weed; 1,404,002; N; $1,000
► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 188,747; N; $300
► WUSN-TV (2) NBC, DuM; H-R; 193,500; $300

COLUMBIA—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 95,000; $200
► WIS-TV (10) NBC; Free & Peters; 175,085; N; $400
► WNOK-TV (67) CBS; Raymer; 90,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 125,320; $250

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 380,337; N; $450
► WGVL (23) ABC, DuM; H-R; 113,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

FLORENCE†—
KDLO-TV (3) 4/6/55-Unknown

RAPID CITY†—
► KOTA-TV (3) Headley-Reed

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS, DuM; H-R; 148,291; $350

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS, DuM; Branham; 147,527; N; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON†—
► WDXI-TV (7) CBS; Burn-Smith; 91,500; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC, DuM; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 203,480; N; $400
► WTSK-TV (26) CBS, ABC, DuM; Pearson; 138,434; N; $250
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
► WHBQ-TV (13) CBS, ABC; Blair; 362,929; $700
► WMCT (5) NBC, ABC, DuM; Branham; 362,929; N; $900
WREC Bcstg. Service (3) 5/26/55-Unknown

NASHVILLE—
► WSIX-TV (8) ABC, DuM; Hollingbery; 252,420; $425
► WSM-TV (4) NBC, DuM; Petry; 252,420; N, LF, LS; $600

OLD HICKORY (NASHVILLE)—
► WLAC-TV (5) CBS; Katz; 252,361; N; $550

TEXAS

ABILENE†—
► KRBC-TV (9) NBC, ABC, DuM; Pearson; 56,340; $225

AMARILLO—
► KFDA-TV (10) ABC, CBS; H-R; 74,288; $250
► KGNC-TV (4) NBC, DuM; Katz; 74,288; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC, DuM; Raymer; 131,755; N; $350

BEAUMONT†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; $300

BIG SPRING†—
KBST-TV (4) CBS; Pearson; 7/22/54-11/1/55

CORPUS CHRISTI†—
► KVDO-TV (22) NBC, ABC, CBS; Young; 48,350; $150
Gulf Coast Bcstg. Co. (6) Free & Peters; Initial Decision 6/17/54
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 490,000; N; $950
► WFAA-TV (8) ABC, NBC; Petry; 490,000; N; $1,000
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
► KROD-TV (4) CBS, ABC, DuM; Branham; 78,259; N; $375
► KTSM-TV (9) NBC; Hollingbery; 75,027; N; $250
KOKE (13) H-R; 3/18/54-1/1/56

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 494,000; N, LL, LF, LS; $900
KFJZ-TV (11) H-R; 9/17/54-9/11/55

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 421,060; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 77,383; $200 (plus 8,000 Mexican coverage)

HOUSTON—
► KPRC-TV (2) NBC; Petry; 424,000; N; $900 (film)
► KTRK (13) ABC, DuM; Blair; 424,000; N, LF, LS, LL; $700
► KUHT (*9) 375,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
KHAD-TV (8) 7/20/55-Unknown

LONGVIEW†—
► KTVE (32) Forjoe; 48,000; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 85,456; N; $300
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 85,456; N; $300 (film)

LUFKIN†—
► KTRE-TV (9) NBC; Venard; (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—
► KMID-TV (2) NBC, ABC, CBS, DuM; Venard, Brown; 51,720; $200

ODESSA†—
KOSA-TV (7) Branham; 7/13/55-Oct. '55

SAN ANGELO—
► KTXL-TV (8) CBS, ABC, NBC, DuM; Venard; 41,243; $200

B·T TELESTATUS

SAN ANTONIO—
► KCOR-TV (41) O'Connell
► KENS-TV (5) CBS, ABC, DuM; Free & Peters; 265,406; N; $700
► WOAI-TV (4) NBC, ABC, DuM; Petry; 265,406; N; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE—
► KCEN-TV (6) NBC; Hollingbery; 125,136; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC, DuM; Venard; 152,940; $260

TYLER—
► KLTV (7) NBC, ABC, CBS, DuM; Pearson; 95,457; $250
KETX (19) See footnote

WACO—
► KANG-TV (34) CBS, ABC; Raymer; 52,173; $150
► KWTX-TV (10) ABC; Pearson; 113,900; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 74,698 (plus 8,000 Mexican coverage); $200

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 104,600; N; $300
► KWFT-TV (6) CBS, DuM; Hoag-Blair; 99,110; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 178,000; N; $575
► KTVT (4) NBC; Katz; 178,800; N; $600
► KUTV (2) ABC; Hollingbery; 181,500; N; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS, Weed; 122,434; $300

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 140,000; N; $300

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 115,836; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 363,658; N; $800
► WTOV-TV (27) 210,000; McGillvra; $180
► WVEC-TV (15) See Hampton
Beachview Bcstg. Corp. (10) Initial Devision 12/23/54

PETERSBURG†—
► WXEX-TV (8) NBC; Forjoe

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 494,387; N, LF, LS; $875
Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 366,095; N; $600
WDBJ-TV (7) CBS; Free & Peters; 3/31/55-10/1/55 (granted STA 6/15/55)

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS, DuM; Forjoe; 192,886; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC, Blair; 448,500; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 448,500; N, LF, LS; $950
► KTNT-TV (11) CBS, DuM; Weed; 448,500; N; $700
► KTVW (13) Hollingbery; 448,500; $425
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 140,280; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 139,565; N; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 138,720; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC, DuM; Weed; 57,750; $300
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD†—
► WHIS-TV (6) Katz

CHARLESTON—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402, 584; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Fall '55

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WSAZ-TV (3) NBC, ABC; Katz; 589,844; N, LF, LS; $800
WHTN-TV (13) ABC; Petry; 9/2/54-9/15/55 (granted STA 6/16/55)

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 306,000; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 307,400; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, DuM; Headley-Reed; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC, DuM; H-R; 100,500; $250

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 105,500; N; $250
► WMTV (33) ABC, NBC, DuM; Bolling; 125,000; $280
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WXIX (19) CBS; CBS Spot Sls.; 393,255; N; $700
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WISN-TV (12) ABC, DuM; Petry; 700,000; N, LF, LS; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC, CBS, DuM; Free & Peters; 110,000; $325
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC, ABC, DuM; Meeker; 71,200; $200

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-Unknown

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, N. Y., Day, Seattle; 18,300; $150
► KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.; 17,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; $100
► KTVF (11) CBS, DuM; Alaska Radio-Tv Sls.; 3,500; $135

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 80,000 (includes Hilo and Wailuku satellites); $300
► KONA (11) NBC; NBC Spot Sls.; 76,250; $300
► KULA-TV (4) ABC, DuM; Young; 76,850; $300

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
KMVI-TV (12) 5/25/55-Unknown

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WUTV (*6) 2/2/55-Unknown

CANADA

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 9,982; $170

CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; 25,000; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young; 22,220; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 349,662, $400

KINGSTON, ONT.—
► CKWS-TV (11) All-Canada, Weed; 35,000; $250

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 172,000; $350

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 101,406; $370

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 221,216; $300
► CBMT (6) CBC; CBC; 221,216; $600

OTTAWA, ONT.—
► CBOFT (9) CBC; $230
► CBOT (4) CBC; CBC; 38,500; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 46,410; $220

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; 7,500; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,000; $235

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 12,000; $210

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 30,871; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC; All-Canada, Weed; 9,000; $160

SASKATOON, SASK.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 12,000; $230

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBS; CBC; All-Canada, Weed; 7,500; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,480; $200

SYDNEY, N. S.†—
► CJCB-TV (4) All-Canada, Weed; 18,590; $240

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000; $950

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 30,000; $400

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000; $450

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 5,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales; Oakes; 61,433

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 296,402; $500

The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WQXI-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; KTXX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

CBS, GENERAL TELERADIO BUYS OPPOSED

CBS purchase of WGTH-AM-TV and General Teleradio's WEAT-AM-TV addition contested by local stations charging concentration of control. $1 million involved in two deals.

TV STATION acquisitions by multiple owners CBS and General Teleradio Inc., totaling about $1 million, were challenged before the FCC last week by local market stations that claimed the sales will result in concentration of control.

The sales involved are CBS' purchase of WGTH-AM-TV Hartford, Conn., from General Teleradio for $650,000 [B•T, July 11] and General Teleradio's purchase of WEAT-AM-TV West Palm Beach, Fla., from James R. and June H. Meachem for an aggregate $300,000 [B•T, Aug. 1].

Purchase by CBS of its second uhf outlet, ch. 18 WGTH-TV Hartford, Conn., was challenged by ch. 8 WNHC-TV New Haven, which said its position would be "jeopardized" if the sale is approved.

WNHC-TV asked that the sale be set for hearing. It said for the first seven months of 1955 about 23% of its broadcast time has been devoted to CBS programs with a "substantial portion" of its income derived from such revenues. WNHC-TV declared its advertising would be "jeopardized" if it loses these programs.

The New Haven station contended CBS acquisition of WGTH-TV would not "materially assist" in the development of uhf in the Hartford area. Hartford already has been largely converted (80%) without the assistance of CBS ownership, WNHC-TV declared.

WNHC-TV also claimed the purchase would violate the FCC's duopoly rule because, it said, there is an overlap in Grade B coverage between WGTH-TV and CBS-owned WCBS-TV New York. This overlap covers 306,100 people, WNHC-TV said, adding that if FCC's new rule goes through (permitting Zone I vhf stations to increase antenna heights and power) this overlap would include 746,100 people. The latter overlap is based on the assumption uhf WGTH-TV also will increase power to maximum 1 million watts.

WNHC-TV asked the FCC to determine if the CBS purchase violates multiple ownership rules and Commission policy against concentration of media of mass communication. The New Haven outlet also claimed there is a "serious question" as to CBS' qualifications as a licensee because of certain past affiliation contracts and asked the FCC to look into an agreement whereby WGTH-TV is prohibited from entering into an affiliation agreement with other networks without CBS consent.

WNHC-TV said the purchase violates the "Charlotte" provision of the Chain Broadcasting Rules that prohibits licensing of a station to a network where competition would be substantially restrained.

CBS acquired its first uhf outlet, ch. 19 WXIX (TV) Milwaukee, last October.

Request that the FCC set aside the sale of WEAT-AM-TV West Palm Beach to General Teleradio was made by ch. 21 WIRK-TV that city. WIRK-TV asked that the sale be designated for hearing, claiming it will be adversely affected by the transfer.

General Teleradio has purchased the stations from the Meachems for $101,000 plus another $200,000 in additional considerations. The transfer already has been approved by the FCC [B•T, Aug. 1].

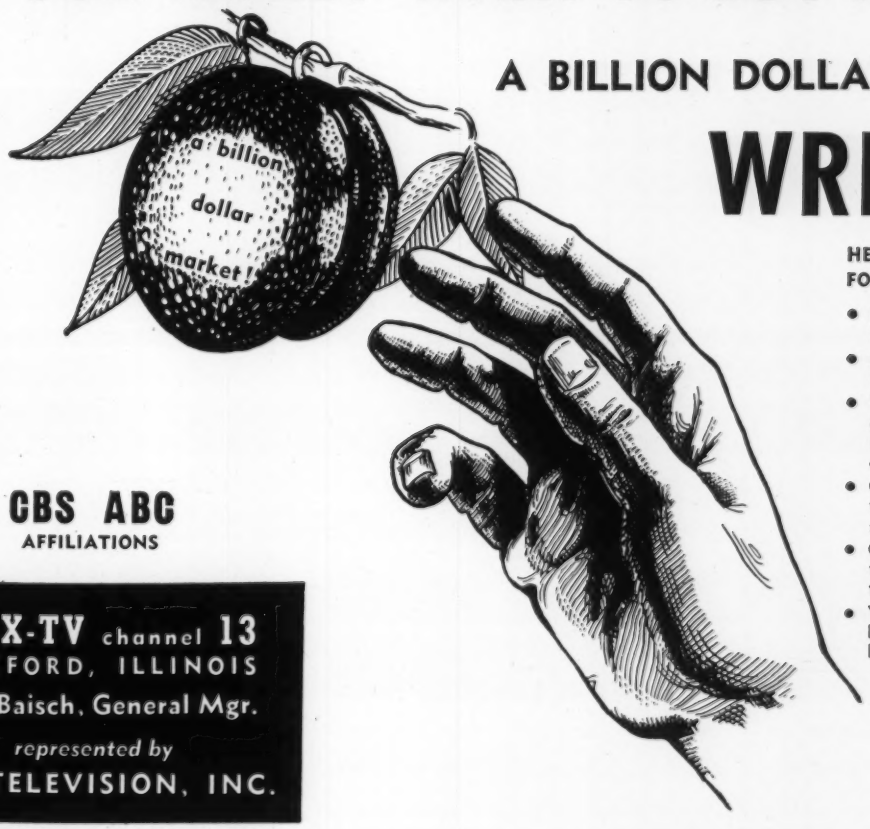
With the West Palm Beach acquisition, WIRK-TV said, General Teleradio will have a "significant concentration of control of the media of mass communication." This concentration, the station added, has a "definite impact" upon network affiliations, national spot and local advertising.

WIRK-TV also charged there is no showing in the sale application as to the extent to which GT will incorporate its experience in the operation. The ch. 21 outlet also questioned the contract between GT and Mr. Meachem, who will be retained as general manager and re-

Paraguay Calling

THE U. S. State Dept. is taking applications for a radio expert on international circuits to be sent to Paraguay for six months. The applicant should have a thorough knowledge of Spanish and must apply not later than Sept. 20. Salary: $6,000-$8,500 yearly plus $7.15 daily subsistence allowance. Address all inquiries to: Francis Colt de Wolf, chief, Telecommunications Division, Dept. of State, Washington, D. C.

DO YOU REALLY WANT TO BUY A PLUM?



A BILLION DOLLAR PLUM . . .

WREX-TV

HERE IS *FRUIT* FOR THOUGHT:

- 256,600 TV sets . . . serving over a million people
- Only VHF station covering this billion dollar market
- Well outside the range of either Chicago or Milwaukee television signals (90 air miles).
- Only VHF station feeding top CBS and ABC network shows to this fruitful market
- Combined rural and industrial following . . . ideal for test campaigns.
- YES, THERE'S REAL SALES POTENTIAL IN REX-LAND

CBS ABC
AFFILIATIONS

WREX-TV channel 13
ROCKFORD, ILLINOIS
J. M. Baisch, General Mgr.
represented by
H-R TELEVISION, INC.

ceive a percentage of net sales and 10% of annual net profits. WIRK-TV asked whether payment of net profits to Mr. Meachem does not constitute a "reversionary interest" in the station to him.

General Teleradio, in addition to WEAT-AM-TV and the pending WGTH-AM-TV sale, owns WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, KHJ-AM-FM-TV Los Angeles, WHBQ-AM-TV Memphis and KFRC San Francisco.

WLEV-TV OPPOSES PA. TOLL TV TEST

Joint Committee on Toll Tv joins Bethlehem uhf in asking FCC to deny WFMZ-TV Allentown request to resume operation as a proving ground for subscription television.

PROPOSAL submitted to the FCC by uhf WFMZ-TV Allentown, Pa., that it be permitted to resume operation as a pilot station to see if subscription tv can work met with opposition last week by WLEV-TV Bethlehem, Pa., and the Joint Committee on Toll Television (committee against pay-as-you-see tv).

WFMZ-TV (ch. 67), which suspended operation last April, asked the FCC in late July to allow it to become a proving ground for pay tv on a three-year basis, carrying such service 56% of the time with the remainder devoted to normal tv service [B•T, Aug. 1].

WLEV-TV (ch. 51), serving the Allentown-Bethlehem-Easton area, told the FCC the proposal violates Commission policy and will "result in economic hardship . . . without compensating benefits to the public." The station noted it is presently operating at a "substantial" loss.

Chief issue raised is that the pay-tv request does not comply with basic Commission law and regulation and therefore should be dismissed.

WLEV-TV said the Allentown station is authorized to operate as a television broadcast station whose transmissions are "to be received by the public." Under WFMZ-TV's plan, 56% of its time will be devoted to transmitting private messages to subscribers.

The WFMZ-TV plan cannot be considered a request for an experimental broadcast authorization, WLEV-TV said, because Commission rules specify that such a station transmit for "reception and reproduction by the general public." The three-year request also is inconsistent with licensing requirements for experimental stations, WLEV-TV declared, because FCC rules state that such authorization may be cancelled at any time without notice.

WLEV-TV said the proposal does not include "required basic facts" but rather "fanciful and unsupported hopes and projections."

Although WFMZ-TV cites the types of pay tv programs that will be available, there is "no showing as to the source or wherewithal of the program material," WLEV-TV charged. Similarly, WLEV-TV said, WFMZ-TV fails to establish the source of funds for this project, although it refers to the use of "risk capital" and securing financial help from pay-tv proponents. WLEV-TV asserted that the Commission requires all applicants to show how its anticipated costs are to be met and to detail the names, degrees of interest and other pertinent information with respect to each person supplying funds.

The request also is deficient, WLEV-TV said, because it fails to detail the method of operation to be pursued, personnel, equipment and similar data.

WFMZ-TV's argument that this will provide a proving ground for pay tv overlooks the basic argument against pay tv, WLEV-TV said. Namely, the very success of pay-tv, that it can work technically and will provide desirable program material, will mean the "destruction" of free tv, WLEV-TV asserted.

Finally, WLEV-TV pointed out, if this lone operation were successful to any degree, it will seriously injure competitive stations.

The WFMZ-TV proposal fails as an experiment because it is localized in scope and area, the Bethlehem station said.

The Joint Committee on Toll Television asked the Commission not to act on the plan while the overall problem of subscription tv is still pending. Action on this issue would be a "premature determination" of the problem, the committee said. The Allentown pay tv request is similar to last November's petition of Zenith Radio Corp. for immediate authorization of pay tv on broadcast frequencies, the committee declared. It said the FCC denied this request and instituted rule-making proceedings.

Final replies on the pay tv rule-making are due Friday.

California Passes Law To Prohibit 'Bait' Ads

BAIT ADVERTISING will be prohibited in California by specific state law effective Wednesday.

The legislature has amended Sec. 17500 of its Business & Professions Code to include a provision which makes it illegal "for any such person, firm or corporation to make or disseminate, or cause to be so made or disseminated, any such statement as part of a plan or scheme with intent not to sell such personal property or services, professional or otherwise, so advertised at the price stated therein, or as so advertised."

Formerly, the prosecution of bait advertising cases were brought under the general laws relating to false advertising. Massachusetts was the first state to outlaw bait advertising and several others have since followed suit.

ILLEGAL BOOSTERS RAPPED BY SHAPP

Urges FCC take action to close tv reradiators in Northwest, says community antenna systems are the answer for fringe area viewers.

THE "continued operation of illegal reradiator transmitters in the Northwest is delaying the spread of television to fringe areas by legal means," Milton J. Shapp, president of Jerrold Electronics Corp., manufacturer of tv transmission equipment for fringe area reception, has warned in a letter to the FCC.

He asked the FCC to "take immediate action to close down 'illegal' television reradiators in the Northwest." Unless such operation is stopped, Mr. Shapp said, it will have a "chaotic effect upon the entire FCC allocation plan."

Mr. Shapp's letter, released Aug. 22, was mailed to FCC Chairman George C. McConnaughey and to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee. Sen Magnuson has asked the FCC for rule-making to extend tv to fringe areas and small communities. A number of the reflector systems have been erected in the senator's home state, Washington.

FCC monitors began picking up the reradiator operations last fall and issued notices. Boosters were padlocked, but the locks were broken and transmissions continued. In April, the FCC issued show cause orders to 23 persons in the Columbia River Valley in Washington State and hearings were held in May [B•T, June 6]. The defendants acknowledged the boosters were unlicensed, but said the FCC should in some way permit this kind of operation for communities without tv. The FCC has authorized certain types of boosters at Manson, Wash. [B•T, Jan. 17], and Coalinga, Calif. [B•T, June 6].

Mr. Shapp said in his letter that "eventually" tv set owners in the areas where the reradiator

Something you should know about TV in Washington, D.C.

Without changing its current rates, WMAL-TV will boost its power to 252,000 watts this Fall and spark the new ABC-TV programs with the greatest promotion campaign ever conducted by a Washington TV station!

Ask Katz about prime adjacencies for the Fall . . . *at current rates on*

SUPERPOWER

WMAL - TV

Washington, D. C.

Represented by The Katz Agency
The Evening Star TV Station
Affiliated with ABC-Television

LIBEL
SLANDER
PIRACY
COPYRIGHT
VIOLATION

Our special
INSURANCE
answers the problem of claims in this field
ADEQUATELY • INEXPENSIVELY

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

systems are located will be "blackmailed" into financing the reradiators or the government will be asked to subsidize them. This "tv bootlegging," he said will "force to a halt the legitimate system of community antenna systems."

He said the FCC has expressed fear reradiators will cause interference with the station being boosted and with other tv stations on the same channel. He added that they can interfere with reception in neighboring communities and "cause havoc with aeronautical beacons."

Insisting he has "no business ax to grind," Mr. Shapp said community antenna systems are the only answer to proper fringe area reception because:

(1) Reradiators are financially unsound and deceptive: Although original construction cost is low, as maintenance and operating costs mount there is nothing to stop operators from making tv set owners contribute or do without tv, Mr. Shapp said.

(2) If the FCC tries to legalize reradiators, they would have to be converted to uhf so as not to interfere with other broadcasts. This would mean a heavy cost to tv set owners in conversions, he said.

(3) Community antenna systems are "properly financed." Mr. Shapp said $4 million has been invested in 165 such systems in Washington, Idaho, Oregon and western Montana.

Sen. Henry Jackson (D-Wash.) has joined Sen. Magnuson in requests to the FCC to find a way to bring tv to fringe areas and small communities and Sen. Wayne Morse (D-Ore.) has praised Sen. Magnuson's efforts, calling present FCC rules a "stumbling block" to the type of stations needed in small communities in Oregon and elsewhere [B•T, Aug. 29].

WNDR Plans Appeal Of Court Decision

APPEAL from a federal district court decision dismissing a $1,088,112 damage suit against the S. I. Newhouse electronic and newspaper interests in Syracuse (WSYR-AM-TV) will be filed, according to Arthur C. Kyle Jr., general manager of WNDR Syracuse, the plaintiff.

WNDR had sued the Newhouse interests in 1952, charging their Syracuse newspapers (*Herald-Journal*, *Post-Standard* and Sunday *Herald-American*) and the radio-tv stations had "unlawfully restrained and monopolized interstate commerce in the matter of dissemination of news and advertising." The suit charged the newspapers gave unfavorable publicity, or no publicity, to WNDR news while favoring WSYR. Package deals in advertising also were alleged.

Judge Stephen W. Brennan held that WNDR was not in direct competition with the newspapers, contending "the dissemination of news by a newspaper differs essentially from the news broadcast of a radio station. Likewise newspaper advertising differs from the advertising matters broadcast from a radio station."

The court found no monopoly in broadcasting during the time involved in the litigation, or any restraint of trade. As to the charge of "unfavorable publicity," the court doubted "if courts or juries would agree on a formula for the handling of news items. Editorial or news policy is not yet fashioned by the courts."

The competitive charges involving exchange of space and time within the Newhouse properties drew this comment from the court, "The allegations amount only to assertions that the three corporate defendants enjoy mutual advantages because of their relationship. That the same conditions exist in the case of many newspaper-owned stations is evident. That fact must be known to the federal licensing agency."

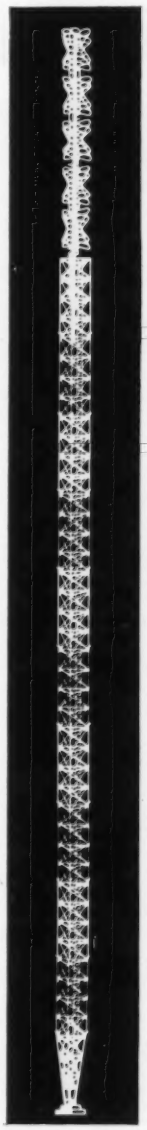
The court held the charge that advertisers were required to buy WSYR time to obtain newspaper space "has no basis in fact and cannot be supported by competent evidence."

WCHS-TV Application Protested by WHTN-TV

WHTN-TV Huntington, W. Va., last week opposed the application of ch. 8 WCHS-TV Charleston, W. Va., to move the latter's transmitter site closer to Huntington. Ch. 13 WHTN-TV, not yet on the air, also opposed the Charleston station's request for an increase in tower height to 1,218 ft. above average terrain.

WHTN-TV said it would be adversely affected by the grant because WCHS-TV allegedly seeks to establish itself as both a Huntington and Charleston station. The Huntington outlet requested that it be allowed to detail its objections before the Commission when the WCHS-TV application has been accepted.

WHTN-TV noted the application has not yet been accepted, presumably, it said, because the requested increase in tower height is in violation of existing Zone I requirements. The FCC has a new rule authorizing antenna heights of 1,250 ft. in Zone I, but this has been postponed until Oct. 1 (see story page 88).



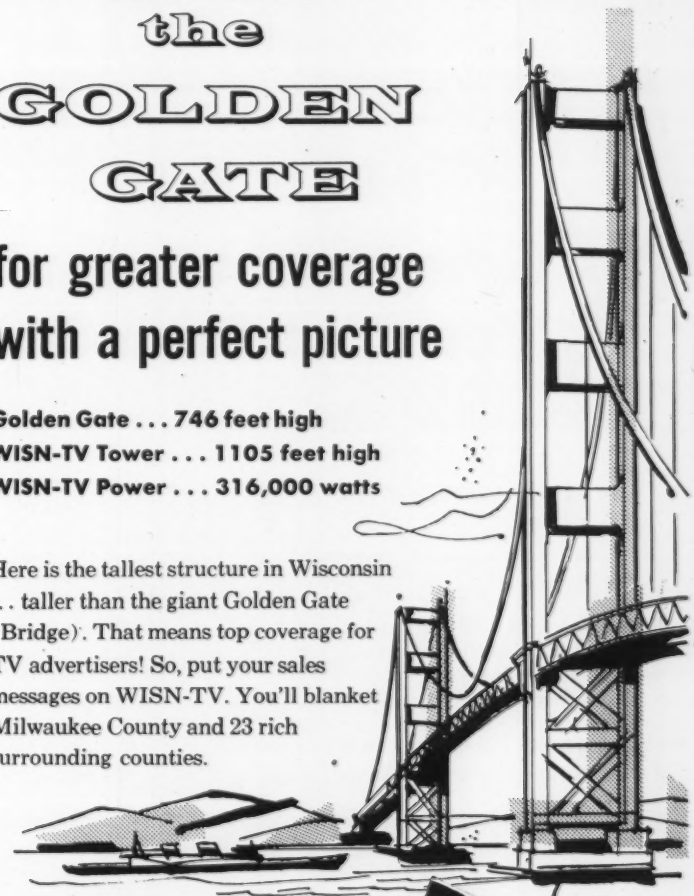
HIGHER THAN

the GOLDEN GATE

for greater coverage with a perfect picture

Golden Gate . . . 746 feet high
WISN-TV Tower . . . 1105 feet high
WISN-TV Power . . . 316,000 watts

Here is the tallest structure in Wisconsin . . . taller than the giant Golden Gate (Bridge). That means top coverage for TV advertisers! So, put your sales messages on WISN-TV. You'll blanket Milwaukee County and 23 rich surrounding counties.



THE "BIG TOP" in MILWAUKEE TV

WISN-TV CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE

Represented Nationally by Edward PETRY & Company, Inc.

ONLY FOUR REPLY TO 5,000 KW PLAN

A MEASURE proposed by the FCC to aid uhf —increase in maximum power from 1,000 kw to 5,000 kw—has evinced little enthusiasm from the industry with only three responses to the proposal up to Thursday, deadline for comments.

Those who answered were RCA, Zenith Radio Corp., Meredith Pub. Co. (KPHO-TV Phoenix, Ariz.; KCMO-TV Kansas City, Mo.; WHEN-TV Syracuse, N. Y.; WOW-TV Omaha, Neb.) and Jack Siegel, a radio engineer from Portsmouth, Va. RCA favored the proposal, Meredith and Mr. Siegel thought the proposal would have little or no practical effect, and Zenith replied only to certain technical aspects of the plan.

RCA said it believes "the still higher power proposed by the Commission would result in improving coverage and service provided by uhf tv stations." The firm said it is continuing its intensive development work on higher power uhf tubes, circuits, filterplexers and antennas with a view to providing necessary equipment for uhfs to operate at higher power.

RCA added that early FCC approval of higher power and customer demand would accelerate the time when commercial models of such equipment would be available.

Efforts are being "pressed vigorously," RCA said, to develop a low-cost tube that will bring about an improved uhf tuner.

Meredith said that "until the Commission adopts an overall policy with respect to basic allocation problems, no uhf station will be justified in embarking upon an expensive program looking toward increase in power above 1,000 kw."

Mr. Siegel said even though increased power may allow uhf to do the same job as vhf, increased power bills and tube costs will present difficult problems affecting competition. "In my opinion, a single band for television must be secured in order to correct the differences which now exist."

Zenith comments were submitted by J. E. Brown, assistant vice president and chief engineer. He said uhf continuous tuners tune about as easily as a radio receiver. Mr. Brown said the uhf channel strips provide "bulls-eye" tuning on uhf just as is accomplished in vhf. He added, "We do not expect that any increase in cost will be involved in improving receiver performance. We rather expect the cost will go down" in the light of improvements.

FCC Chairman George C. McConnaughey, in a letter to Mr. Siegel, said the power increase proposal "will not solve all uhf problems, but we hope it will add to a number of specific actions that we have taken which by their cumulative effect will be beneficial to the growth of tv within existing allocations system."

Opinions were expressed that the reason for the sparse comments on the power boost proposal was that it is too costly to do any good. One lawyer said uhf operators can't afford to eat bread and now they are expected to eat cake.

BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artist," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

WALT, WINN File For Ownership Changes

WALT Tampa, Fla., WINN Louisville, Ky., and two other stations, filed for ownership changes with the FCC last Thursday. Sale of WVIM Vicksburg, Miss., for $38,300, to John F. Shea also was announced last week, but this application has not yet been submitted to the Commission.

W. Walter Tison is selling WALT to Harold Kaye, who will own 51⅔% of the station, and Emil J. Arnold, proposed 48⅓% owner, for $100,000. Sale of the station is in compliance with commitments Mr. Tison made before the FCC in hearings for ch. 13 WTVT (TV) Tampa, of which Mr. Tison is a 20% stockholder.

Mr. Kaye owns 50% of WMFJ Daytona Beach, Fla., 25% of WLOW Portsmouth, Va., and 25% of WORC Worcester, Mass. His wife also owns 25% of WORC. Mr. Arnold holds 50% of WMFJ and 25% of WLOW.

WINN Louisville, Ky., also is being sold to Mr. Kaye and associates for around $100,000 [AT DEADLINE, July 4] by Kentucky Broadcasting Corp. of which Harry McTigue is president.

Sellers of WVIM, through station broker Paul H. Chapman, Atlanta, Ga., are J. Dige Bishop, Tracy B. Wilder, M. D. Taylor, Charles Dickson, and R. B. Anderson, all of Andalusia, Ala. Buyer Mr. Shea is chief engineer of WSGN Birmingham, Ala.

The other transfer applications filed were for KOLR Sterling, Colo., and WOND Pleasantville, N. J.

KLZ-FM Returns License

KLZ-FM Denver, on the air since 1945, has returned its license to FCC because of lack of audience. The fm station had gone off the air last June because of equipment difficulties. Since that time it has received only one inquiry concerning suspension. KLZ-FM conducted a survey and found complete lack of interest and virtually no audience. KLZ-AM-TV, owned by Time Inc., is affiliated with CBS.

TEMPERANCE GROUP AGAIN SCORES ADS

COMMITTEES of both the Senate and House will hold hearings on bills to outlaw alcoholic beverage advertising over radio and television, the 81st national convention of the Women's Christian Temperance Union was told last week at Long Beach, Calif.

Elizabeth A. Smart, of Washington, director of the WCTU legislation department, said the hearings have been promised by the Interstate and Foreign Commerce committees of both houses on the bills introduced in the first half of the current Congress by Sen. William Langer (R-N. D.) and Rep. Eugene Siler (R-Ky.).

Her report was followed by convention action adopting resolutions directing that steps be taken to outlaw alcoholic beverage advertising in interstate commerce.

Miss Smart reported to the convention that numerous national church, social and welfare organizations will again join in urging enactment of the Langer-Siler bills and she predicted that the congressional committees will be "more blunt and critical in their exploration of the advertising."

"Representatives of the alcoholic beverage industry have admitted frankly," Miss Smart said, "that consumption of liquor, wine, and beer would drop one-half were its advertising discontinued."

State WCTU presidents meeting during the convention voted to attend the hearings or send delegations to support the Langer and Siler bills.

Four New Am Stations, Three Fms Granted by FCC

FOUR NEW AM stations, three new fms and several facilities changes in existing stations were granted by the FCC last week.

Am grants made were:

• West Monroe, La., Howard E. Griffith, to operate on 1310 kc, 1 kw daytime. Mr. Griffith is 100% owner of KTLO Tallulah, La.

• Brunswick, Me., Westminster Broadcasting Co., to operate on 900 kc, 250 w daytime. Principals are Robert H. Strawbridge, Irene Strawbridge, Glenn H. Hilmer and Clifford Kemberling.

• Union City, Tenn., Obion County Broadcasting Co., to operate on 1580 kc, 250 w daytime. Fenner Heathcock, attorney, is sole owner.

• Welch, W. Va., Williamson Broadcasting Corp., to operate on 1340 kc, 100 w unlimited. Williamson owns WBTH Williamson, W. Va.

New fm grants made were:

• Claremont, Calif., Pomona College to operate on 90.7 mc with 10 w.

• Winchester, Mass., Winchester School Dept., to operate on 91.9 mc with 10 w.

• Portageville, Mo., The American Christian Broadcasting Co., to operate on 101.7 mc with 450 w and antenna height above average terrain of 66 ft. Principals are ministers W. A. Crim, L. A. Crim and A. M. Crim.

• WAJC (FM) Indianapolis, Ind., licensed to Butler U., was granted permission to change from a non-commercial educational fm station to a Class B station using 104.5 mc, 8.8 kw and an antenna 35 ft. above average terrain. Butler U. does not propose commercial operation.

Grants for changes in existing am facilities were made to:

• KXOA Sacramento, Calif.—change directional antenna day and night (DA-1) to directional antenna at night only (DA-N), from con-

timing unlimited operation on 1470 kc, 1 kw.

• WPLA Plant City, Fla.—increase power from 250 w to 1 kw operating daytime on 1570 kc.

• WARE Ware, Mass.—change hours from daytime to unlimited with DA-N, continuing operation on 1250 kc with 1 kw.

• WCHJ Brookhaven, Miss.—change from 1570 kc, 500 w daytime to 1470 kc, 1 kw day.

• WCRE Cheraw, S. C.—increase from 500 w to 1 kw, continuing operation on 1420 kc daytime.

• WSSC Sumter, S. C.—change from 1240 kc, 100 w unlimited to 1340 kc, 250 w unlimited.

• KVOS Bellingham, Wash.—change from DA-1 to DA-N, operating unlimited time on 790 kc, 1 kw.

• WKLJ Sparta, Wis.—change from 990 kc, 250 w day, to 1290 kc, 1 kw day.

• WIPR Santurce, Puerto Rico—to specify location at San Juan instead of Santurce.

Color Tv Issue Hit In New Orleans Case

FCC's Broadcast Bureau last week held that color tv lacks "decisional significance" and therefore objected to the initial decision that recommended grant of ch. 4 at New Orleans to Times-Picayune (WTPS).

In submitting its exceptions to that decision, the Broadcast Bureau held that on the basis of the evidence in the proceeding any determination as to benefits to be accrued from WTPS' color programming proposals is "pure speculation."

The examiner favored WTPS over Loyola U. (WWL) and James A. Noe & Co. (WNOE New Orleans and KNOE-AM-TV Monroe, La.). Loyola and Noe, both questioning the color tv preference, already have submitted their objections [B•T, Aug. 29, 22].

WTPS was recommended on the basis of its color tv programming proposals and program proposals for outlying communities. The comparative hearing was between WTPS and Loyola. The examiner ruled out the Noe company because of failure to establish its financial qualifications. The Broadcast Bureau supported the latter finding.

The bureau asserted that there is no evidence in the record as to the number of color sets in New Orleans or any other evidence as to the economic basis of color production. In the light of this, the bureau said, there is no showing that color production would be feasible as an economically sound operation at any time in the "near future."

The bureau further held that "there is no showing as to the future of color set manufacture, as to when sets are likely to become available in quantity at a price which will permit a substantial demand."

As to the preference awarded WTPS for service to outlying communities, the Broadcast Bureau said "the significance of this difference is substantially reduced by the unreality of these programs from the standpoint of the communities involved."

The bureau also said the examiner "erred in her treatment of the issue of 'diversification of the media of mass communication' " and noted that Times-Picayune publishes two of the three daily papers in New Orleans, in addition to owning WTPS. Loyola, the bureau said, has interests in only one medium, WWL.

WTPS a fortnight ago submitted a brief in favor of the examiner's decision [B•T, Aug. 19]. The Broadcast Bureau said it would participate in oral argument as requested by the parties to the proceeding.

Examiner William G. Butts Dies in Washington at 64

WILLIAM G. BUTTS, FCC hearing examiner since mid-August 1952, died last week at his Washington home. He was 64.

From 1929 to 1934 Mr. Butts was an examiner with the Interstate Commerce Commission and in 1933-34 was a member of the staff which investigated communication companies at the request of Congress. He was chief of the Rates & Tariffs Div. of the then Accounting Dept. from 1934 until 1950 when he was named chief of the Tariffs & Rate Classification Branch, Common Carrier Bureau Telephone Div. In 1938 Mr. Butts served as a technical adviser to the U. S. delegation to the International Radio Conference at Cairo, Egypt.

He is survived by his widow and a sister, Mrs. O. E. Lockart, St. Joseph, Mo. Services and burial were held in Dearborn, Mo., last Thursday.

Channel Shift Proposals Set for Oct. 7 Comments

COMMENTS on three proposals by stations to shift tv channel assignments were called for Oct. 7 last week by the FCC. At the same time, two other stations took actions involving channel moves.

Comments called for involved:

• WKST-TV New Castle, Pa., request that its ch. 45 assignment be designated a Youngstown, Ohio, channel, by three alternative methods. Affected stations are ordered to show why their authorizations should not be modified: WTVQ (TV) Pittsburgh from ch. 47 to ch. 22, and WLTV (TV) Wheeling, W. Va., from ch. 51 to ch. 22.

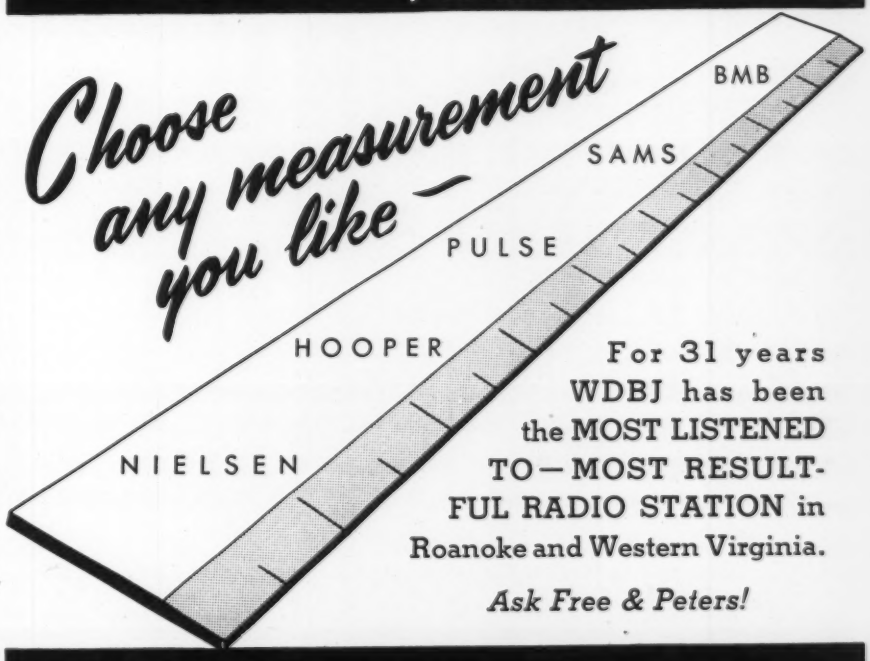
• Conflicting proposals by Aaron B. Robinson to shift ch. 6 from Clarksdale, Miss., to Indianola, Miss., and assign ch. 44 to Clarksdale; by WABG Greenwood, Miss., to move Clarksdale's ch. 6 to Greenwood, and by WLBT (TV) Jackson, Miss., to shift Clarksdale's ch. 6 to Cleveland-Ruleville, Miss. Mr. Robinson owns six am stations plus WDXI-TV Jackson, Tenn., and has pending before FCC the sale of WDXL Lexington, Tenn. [B•T, Aug. 22].

• Proposal by KSVP Artesia, N. M., to delete ch. 10 from Roswell and add it to Artesia.

In other channel move actions, the Commission was notified that Eugene F. O'Fallon, former owner of KFEL-TV Denver, now has under preparation application for ch. 3 at Pueblo, Colo., and therefore he opposes request of KCSJ-TV Pueblo to shift ch. 3 to Alamosa, Colo.

WOBS-TV Jacksonville, Fla., supplemented an earlier channel shift petition by requesting that ch. 8 be assigned to Brunswick, Ga. The earlier petition asked partial de-intermixture of Jacksonville by changing educational reservation from ch. 7 to ch. 12, moving ch. 7 to Savannah, Ga., and allocating chs. 46, 52 and 58 to Jacksonville (see separate story, page 89). WOBS-TV has been assigned ch. 30 but is not yet on the air.

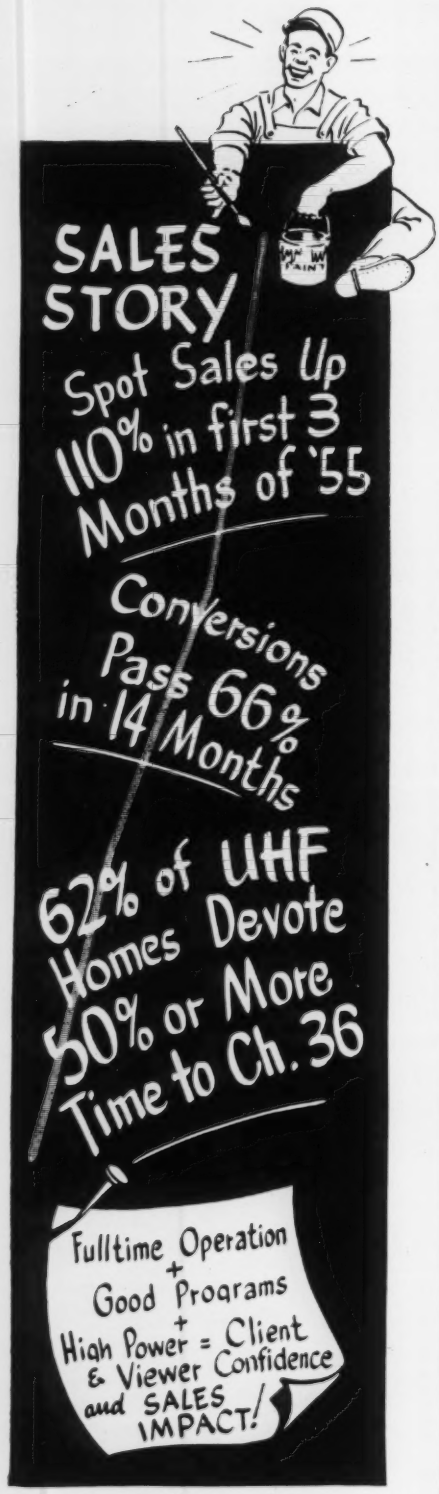
SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



For 31 years WDBJ has been the MOST LISTENED TO—MOST RESULTFUL RADIO STATION in Roanoke and Western Virginia.

Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*


SALES STORY
Spot Sales Up 110% in first 3 Months of '55
Conversions Pass 66% in 14 Months
62% of UHF Homes Devote 50% or More Time to Ch. 36
Fulltime Operation + Good Programs + High Power = Client & Viewer Confidence and SALES IMPACT!

DEC JAN FEB MAR

NBC ABC DUMONT

WJHP-TV

Channel 36

JACKSONVILLE, FLORIDA

FCC Holds Up Rule On Vhf Tower Boosts

THE EFFECTIVE date of FCC's new rule increasing antenna heights of vhf stations in Zone I (middle and northeast Atlantic states) from 1,000 ft. to 1,250 ft., with maximum power, was postponed last week to Oct. 1. Commission action followed a series of objections that included a protest meeting in New York last week of small market tv stations [B•T, Aug. 29].

The new rule was to become effective last Wednesday but the FCC asked for additional time to consider the recent filings.

Biggest development occurred in New York where it is reported a dozen stations met to take action against the rule. The group elected temporary officers and agreed to hold a second meeting there on Sept. 13. It also gave itself a name, Home Town Television.

Temporary officers are Philip Merryman, WICC-TV Bridgeport, Conn., chairman, and Edward Taddei, WNHC-TV New Haven, secretary. Other prime movers in the project are Aldo De Dominicus, WNHC-TV, and Harold Thomas, WATR-TV Waterbury, Conn.

Governors of Massachusetts, Connecticut, New Jersey and Pennsylvania are expected to be contacted prior to the next meeting.

The Zone I controversy also elicited further pro and con comments before the FCC last week.

Uhf stations in Massachusetts, Illinois, Pennsylvania and Connecticut asked the Commission to set aside the new rule last week and schedule oral argument. The stations are WMGT (TV) Pittsfield, and WWLP (TV) Springfield, Mass.; WICS (TV) Springfield, Ill.; WNOW-TV York and WCMB-TV Harrisburg, Pa., and WICC-TV Bridgeport, Conn.

The harmful effects of vhf-uhf intermixture would be greatly aggravated by the new rule, the uhf stations said, adding the new rule casts "serious doubt upon the sincerity" of the Commission's expressions favoring uhf.

Favoring the proposal and opposing the petition for reconsideration of WNHC-TV [B•T, Aug. 29] are Sarkes Tarzian Inc. (WTTV [TV] Bloomington, Ind.) and WBEN-TV Buffalo, N. Y. They contended that if co-channel interference from New York stations would result, as WNHC-TV has charged, the latter station can demand a hearing on the individual applications for power changes by the New York outlets. Tarzian said a general hearing would require much time and expense and the problems of the parties involved are not similar.

WBEN-TV also opposed requests for postponement of the rule by the Air Transportation Assn. and Thomas P. Pike, Assistant Secretary of Defense. The latter groups asked that the new rule be postponed until the recommendations of the Air Coordinating Committee, concerning hazards of tall towers, are submitted. WBEN-TV said these requests have the effect of postponing indefinitely the rendering of additional services to "many thousands" of people in Zone I to whom service can be improved.

Six Transfers of Control Involve $990,000-Plus

SIX TRANSFERS of control, with a total monetary consideration of over $990,000, were granted by the FCC last Wednesday.

Grants were made to:

• WTRY Troy, N. Y. [B•T, July 25], for assignment of license to Tri-City Radio Inc. for $500,000. Principals in Tri-City are C. George Taylor, who holds an option to buy 6.5% of WPRO-TV Providence, R. I.; Robert T. Engles, 25.5% owner of WORC Worcester, Mass., and holder of a similar WPRO-TV stock option; Kenneth M. Cooper WORC general manager, and Mowry Lowe, former WEAN Providence general manager.

• KALB-AM-FM-TV Alexandria, La., for transfer of control from W. H. Allen to T. B. Lanford who is buying 52% for $200,000 and will own 99.2% of the stations.

• KHAS-TV Hastings, Neb., for assignment of permit to Nebraska Television Corp., of which Seaton Publishing Co., present station owner, holds 52.7% interest with the remainder to be sold to over 100 local residents for about $125,000.

•WOIC Columbia, S. C., for assignment of license to Speidel-Fisher Broadcasting Corp. for $100,000.

• WBHB Fitzgerald, Ga., for transfer of control from Otto Griner to H. C. Vaughn and Paul E. Reid for $50,000. Mr. Reid is WBHB commercial manager.

• WMIN-AM-FM St. Paul, Minn., for acquisition of control by William F. Johns Sr., 19% stockholder before this grant, who is buying 61% of the station from Ralph R. Kriesel and Charles Anderson for $15,250. Mr. John is 9% owner of WSPT Stevens Point, Wis., 70% owner of WSHB Stillwater, Minn., and controls 70% of WOSH Oshkosh, Wis., and 13% of KMNS Sioux City, Iowa.

Five Tv Applications Submitted to FCC

FIVE NEW TV applications were filed with the FCC last week. Three of them were submitted by Video Independent Theatres Inc. for low-power vhf outlets. The other two were a uhf in Youngstown, Ohio, and a vhf in Puerto Rico.

Video, owner of 140 movie houses in Texas and Oklahoma, applied for:

• Hot Springs, Ark., ch. 9. Requested were 61 w visual effective radiated power and 30 w aural. Estimated construction cost was $37,822.

• Santa Fe, N.M., ch. 2 with ERP of 178 w visual, 89 w aural and antenna height 208 ft. above average terrain. Video estimates the station will cost $40,322 to build.

• Clovis, N.M., ch. 12 and ERP of 185 w visual, 92 w aural and an antenna 184.5 ft. above average terrain. Estimated construction cost was set at $38,822.

Video has petitions pending to amend the tv allocations plan so that ch. 9 will be available in Hobbs, N.M., and ch. 8 in Elk City, Okla. [AT DEADLINE, Aug. 15]. The organization has 12½% interest in KWTV (TV) Oklahoma City, Okla. C. B. Akers, one of the company's principals, holds about 2% interest in KVOO-TV Tulsa, Okla., and is 5.267% owner of KGLC Miami, Okla.

In Youngstown, Ohio, Sanford A. Schafitz, owner of 500 w daytimer WFAR Farrell, Pa., and banker Guy W. Gully applied for ch. 73. ERP of 17.9 kw visual and 10.7 kw aural with the antenna 316.9 ft. above average terrain were asked. The applicants set initial cost at $72,500, the first year operating cost at $100,000 and revenue for the first year also at $100,000.

Caribbean Broadcasting Corp., licensee of WCMN Arecibo, Puerto Rico, applied for ch. 13 there to operate with ERP of 10.2 kw visual, 6.1 kw aural and with antenna 74 ft. above average terrain. The applicant has estimated construction cost at $79,000; first year operating cost at $50,000, and first year revenue at $75,000.

FCC Sets Hearings, Considers Rule Making

HEARINGS were designated, rule making finalized and proposed, and oral arguments scheduled by the FCC last week in a number of pending am, fm, and tv cases.

WESH-TV Daytona Beach, Fla., is being advised its application to change transmitter location from one-half mile north of the city limits to a point about 22 miles southwest of Daytona Beach in the direction of Orlando, Fla., increase effective radiated power from 1.26 kw visual, 759 kw aural to 100 kw visual, 66.4 kw aural and increase antenna height from 320 ft. to 950.5 ft., indicates necessity of a hearing.

Designated for hearing were:

• Citizens Broadcasting Co., Terre Haute, Ind., applicant for a new am on 1350 kc, 500 w daytime. WIOU Kokomo, Ind., was made a party to the proceeding.

• Radio Broadcasting Service and Dana W. Adams, competing for daytime operation on 1330 kc in Tyler, Tex. Radio Broadcasting is seeking 1 kw and Mr. Adams 500 w. KAND Corsicana and KSWA Graham were made parties to the hearing.

• WLAQ Rome, Ga., seeking renewal of license and transfer of control from Jane F. Mooney, B. H. Mooney Jr., and J. F. Mann, co-executors of the estate of the late B. H. Mooney, to Burgett H. Mooney Jr.

• American Colonial Broadcasting Corp. and Supreme Broadcasting Co., both Caguas, Puerto Rico, seeking tv ch. 11 there.

Oral arguments have been set for Sept. 26 in the following cases:

• KGUL-TV Galveston, Tex., ch. 11, to change its transmitter site to a point about 24 miles from Houston and 27 miles from Galveston, with effective radiated power of 261 kw visual, 131 kw aural, antenna height above average terrain of 1,185 ft.

• Appalachian Broadcasting Corp. and Tri-Cities Television Corp. for a new tv to operate on ch. 5 in Bristol, Va., and Bristol, Tenn., respectively.

• Granite State Broadcasting Co. (WDNH) for a new am station to operate on 1270 kc, with 5 kw unlimited hours in Dover, N. H.

The Commission amended the fm allocation table by assigning ch. 234 to Mayfield, Ky., for use by the West Kentucky Broadcasting Co. which was granted a construction permit in June for a new Class B fm outlet there conditioned to finalizing this assignment.

A deadline of Sept. 30 was set for comments to the proposed rule making to amend the allocation table for Class B fm stations to delete ch. 270 from Clarksville, Tenn., and add it to Central City, Ky., and replace ch. 273 with ch. 291 in Evansville, Ind.

WHUM-TV Asks Hearing, Protests WLBR-TV Sale

THE PURCHASE of ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications Inc., under contention by uhf stations in Harrisburg [B•T, Aug. 22], last week was challenged by ch. 61 WHUM-TV Reading, Pa.

The Reading uhf asked the FCC to designate the sale for hearing, claiming if FCC approval is given "serious and perhaps fatal, economic injury" will result.

Although it has sustained heavy losses since start of operations in February 1953, WHUM-TV said, it has continued to improve facilities and render "excellent broadcast service."

WHUM-TV charged that the Grade B contour of Triangle's Philadelphia station, ch. 6 WFIL-TV, overlaps both the A and B contours of WLBR-TV and also encompasses Reading. The Reading station pointed out it will be direct competition with WLBR-TV, noting it has accounts in Lebanon which it said is less than 30 miles away.

If the sale is approved, WHUM-TV said, Triangle will be able to offer WLBR-TV as a bonus to WFIL-TV.

A question raised by WHUM-TV is whether grant of the sale application will encourage diverse ownership of all media of mass communication. WHUM-TV said Triangle has other media interests which are distributed in the Philadelphia, Reading and Lebanon area, noting that Triangle publishes the *Philadelphia Inquirer, Seventeen* magazine, *Screen Guide, Official Detective Stories,* the *Morning Telegraph, Tv Guide* and the *Daily Racing Form.*

WHUM-TV said the FCC should look into possible concentration of tv interests by Triangle. The Reading station said Triangle, in addition to WFIL-TV, owns ch. 12 WNBF-TV Binghamton, N. Y., and has applied for ch. 18 at Elmira, N. Y., to be used as a satellite of WNBF-TV. WHUM-TV also noted announcement of Triangle's purchase of ch. 10 WFBG-TV Altoona, Pa.

Educational Applicant Hits Jacksonville Switch Requests

EDUCATIONAL Television Inc., applicant for educational ch. 7 in Jacksonville, Fla., has opposed the requests by WJHP-TV that city and WLBE Leesburg to amend Jacksonville's educational reservation.

WJHP-TV, operating on ch. 36, has offered the Board of Public Instruction of Duval County facilities costing about $550,000 if the board would agree to move to the higher channel and make ch. 7 available for commercial use. The board last month asked the FCC to approve this channel switch [B•T, Aug. 22].

To this proposal, Educational Television Inc. told the FCC the uhf channel is "no more desirable for educational than commercial" use,

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FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

"Just the ticket" for sure sales is this 1 buy that covers 3 . . .

Ask your KATZ man for full details!

adding the Duval County board "unwittingly accepted" the WJHP-TV offer in spite of the fact all other educational and religious groups in the community through their membership in Educational Television Inc., have turned down the proposal.

WLBE Leesburg also has asked the FCC to switch the Jacksonville ch. 7 to Leesburg and make it available for commercial use. [B•T, Aug. 15]. Educational Television Inc. asserted it is an applicant for this assignment and that all it lacks to get a grant is "commitments for operating funds." It has enough to construct, the group said.

First Tv Permit Revoked; FCC Acts Against WSHA (TV)

IN THE FIRST action of its kind the FCC last week revoked the construction permit of a tv station. The station, WSHA (TV) Sharon, Pa., uhf ch. 39, whose cp had been granted in January 1954, was wholly owned by Leonard J. Shafitz and had never been on the air.

Last November [B•T, Nov. 8, 1954] the FCC requested additional financial data from Mr. Shafitz but he failed to respond and in January returned his permit to the Commission to be deleted [B•T, Jan. 10].

Almost simultaneously, his brother, Sanford A. Schafitz, filed for the same channel and transmitter site as 50% owner of Community Telecasting Co. This application was returned by the Commission in April because it was not in order since the ch. 39 deletion had not taken place before Sanford A. Schafitz filed.

In its decision last week the FCC revoked the WSHA (TV) permit even though it had been surrendered.

Leonard Shafitz has been commercial manager of WFAR Farrell, Pa., 100% owned by his brother, who is 50% owner of an applicant for a new am station in Lorain, Ohio, and a uhf station in Youngstown, Ohio.

Battle Creek Uhf Quits

WBCK-TV Battle Creek, Mich., ch. 58, surrendered its construction permit to the FCC last week, effective Sept. 1, when it expired. Robert H. Holmes, president of the permittee firm, Michigan Broadcasting Co., told the Commission, "Uhf appears totally impractical in our area," because of vhf competition. WBCK-TV is the 150th tv to be deleted and the 120th commercial uhf to quit.

KTVX (TV) License Granted Despite Tulsa Tv Protests

CHARGES that KTVX (TV) Muskogee, Okla., is misrepresenting itself as a Tulsa station were dismissed by the FCC last week and the station's application for license was granted.

In granting the license, however, the FCC said some question exists as to certain past violations of KTVX along with inaccurate claims as to facilities and coverage. Future operations of KTVX will be reviewed in the light of these practices, the FCC said.

Stations raising protests and asking for a cease-and-desist order directed against KTVX were KOTV (TV) and KVOO-TV Tulsa [B•T, April 4].

The FCC held that "while a station must obviously give primary consideration in its programming to the specific community it is licensed to serve, it must also give consideration to other listeners in the general area in which its signal is received. The preparation and distribution of advertising and promotional material geared to such service is not, in and of itself, objectionable."

KTVX admitted that it failed to comply with the station identification rule, but has given the FCC assurance this practice has ceased. KOTV and KVOO-TV had charged that KTVX was omitting mention of its location in Muskogee in station identifications.

AB-PT Appeals Decision For KOB Use of 770 Kc

AMERICAN Broadcasting-Paramount Theatres Inc. (ABC) last week appealed to the U. S. Court of Appeals (D. C.) from an Aug. 1 FCC decision extending KOB Albuquerque's special authority to operate on 770 kc with 50 kw day and 25 kw night [B•T, Aug. 8].

ABC, which operates WABC New York, licensed for 770 kc with 50 kw unlimited, asked that the court review FCC proceedings upon which the Aug. 1 action was taken, adjudicate the action invalid and set it aside. ABC also asked that the court compel compliance with the court's own 1951 action remanding the long-standing case to the FCC, compel "agency action unlawfully withheld and unreasonably delayed," and order KOB returned from 770 kc to its "licensed frequency of 1030 kc."

The Aug. 1 FCC decision was made after a Commission hearing on ABC's Sec. 309 (c) "economic protest" against KOB's 1952 application for special authority to operate on 770 kc: KOB has operated on 770 kc since 1941 under extensions of special authority, but has been regularly licensed on 1030 kc.

KOB originally was licensed on 1180 kc, but that frequency was deleted by the North American Regional Broadcasting Agreement in 1941, upon which the station was shifted to 1030 kc. This met objections from WBZ Boston, also on 1030 kc, and the FCC moved KOB to 770 kc. In its Aug. 1 decision, by a vote of 3-2, the FCC weighed theoretical KOB operation on each frequency and decided that fewer people would be deprived of primary service with KOB on 770 kc.

Among reasons cited by ABC for its appeal: The FCC's actions on Aug. 1 are "erroneous, arbitrary, capricious and unlawful," ignore the Communications Act, violate the court's 1951 mandate and contravene FCC rules and policies.

KNAC-TV Transfer Opposed On 'Trafficking' Charge

TRANSFER of control of ch. 5 KNAC-TV Fort Smith, Ark., should not be approved because of apparent trafficking in construction permit, FCC's Broadcast Bureau recommended last week.

The ch. 5 assignment was granted in July 1954 to American Television Co. (H. S. Nakdimen) after applicant George T. Heinreich agreed to withdraw following a merger agreement. The agreement to sell KNAC-TV to Donald W. Reynolds' Southwestern Publishing Co. involved payment of $50,000 for the permit and payment of $35,000 each to Messrs. Nakdimen and Heinreich over a period of seven years for an agreement not to re-enter broadcasting in the Fort Smith area.

Mr. Reynolds operates ch. 22 KFSA-TV Fort Smith. He will surrender this permit if the sale is approved.

The Broadcast Bureau concluded that the monetary consideration involved is excessive and constitutes "trafficking in permit."

KNAC-TV last week held that the consideration paid is a reasonable payment for the time and effort expended by Messrs. Nakdimen and Heinreich. The station concluded the consideration in no way implies an intention to derive a profit from the procurement of a permit rather than to use the permit in the public interest.

FCC Denies Protests To WMFJ Purchase

PROTESTS by Theodore Granik and William H. Cook against the sale of WMFJ Daytona Beach, Fla., by W. Wright Esch to Harold Kaye and Emile J. Arnold were denied last week by the FCC.

The sale was approved by the FCC last June [B•T, July 4].

Messrs. Granik and Cook had charged they had entered into an option agreement with Mr. Esch to buy WMFJ and permit for ch. 2 at Daytona Beach, but that the latter refused to consummate the agreement. The protestants also took the case to the Volusia County (Fla.) Circuit Court asking the court to force sale of the station to them. The court has denied the plea, maintaining the allegations were insufficient [B•T, Aug. 22].

The Commission ruled last week that Messrs. Granik and Cook are not "aggrieved" or "adversely affected" by the transaction as they have contended. The FCC also held that the Florida court has jurisdiction to determine the contractual rights of the parties.

Messrs. Granik and Cook are principals in ch. 5 WJNO-TV West Palm Beach.

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INDUSTRY READIES FOR RADIO-TV WEEK

RETMA'S Secrest tells Franchised Appliance Dealers of Atlanta that momentum created by Sept. 18-24 observance will carry on through the fall and winter; predicts 1955 sales of 7.5 million tv sets, 12.3 million radios; sees no deterrent effect from color tv.

NEW radio and tv set sales records are possible as a result of intensive promotion during National Radio & Television Week, Sept. 18-24, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. Addressing the Franchised Appliance Dealers Assn. of Atlanta last week, he predicted possible 1955 sales of 7.5 million tv sets and 12.3 million radios.

Promotion plans for the annual radio-tv observance moved forward last week as American Women in Radio & Television enlisted its 1,150 members in the project. Jane Dalton, WSPA Spartanburg, S. C., AWRT president, said AWRT's industry information committee has sent out a kit of spot announcements to be used in sponsored and sustaining programs broadcast by association members in all parts of the nation. Fran Riley, assistant publicity-information manager of NARTB, is chairman of the AWRT committee.

Other cooperating associations are NARTB, National Appliance & Radio-Tv Dealers Assn., National Electrical Dealers Assn., Radio Advertising Bureau and Television Bureau of Advertising.

In his Atlanta address, Mr. Secrest said possible sale of 7.5 million tv sets would surpass the 7.4 million sold last year. "More radios may move into the hands of the consumer this year than during any of the past five or so years," he said, recalling the record year was 1947 when 20 million radios were sold.

Momentum Created

"No one expects that the benefits of National Radio & Television Week will all materialize and expire by Sept. 24," he added. "We believe that the momentum created will carry on through the fall and early winter." He said new merchandise with new sales appeals will be introduced, with many manufacturers having completely redesigned their tv receivers.

"One of every five tv sets sold this year has gone to a second-set customer. As this trend is rising, the ratio is expected to be one out of three by the end of the year. There are still 15 million families in the country who haven't bought their first television receiver. Most of these are in the range of one or more tv stations."

As to color tv, Mr. Secrest said, "I can tell you honestly that the industry is unanimous in the opinion that it will have little or no deterrent effect this year. I should in all honesty add that is about the only thing about color tv on which there is such a unanimity of opinion.

"You will hear a lot about color television this fall and winter. An increasing number of outstanding color television programs will be broadcast by the networks, and more color tv sets will be on display. The alert dealer will capitalize on these facts and use color tv as a drawing card. Despite the present high price—in comparision with black-and-white sets—there will be a market for color receivers once color broadcasts become a regular feature on tv."

RAB last week sent out a fact sheet for use by local radio station salesmen, listing current co-op policies of leading set manufacturers and their plans for radio week promotions. Every radio-appliance store is a business prospect during the week, it was explained.

"Surge of dealer-distributor demand" for radio-tv week display material has resulted in more than doubling the production schedule of *Life* magazine, preparing point-of-sale material, according to Julius Haber, RCA chairman of RETMA's radio-tv week committee. He said:

'Week' Spreads

"We have been surprised and delighted at the continuing demand for the display material and the newspaper supplement, and we have reason to believe National Radio & Television Week will be more widely observed this year by more dealers than at any time since this industry celebration was inaugurated jointly by RETMA and NARTB over a decade ago.

"Widespread interest throughout the nation indicates that millions of people will be made aware of the 1956 television, radio and phonograph lines as well as the new and better radio and tv programs during the observance of this all-industry week."

NARDA has formed regional committees in approximately 100 major market areas to assure success of the program. These committees, headed by local dealers, distributors or broadcasters, have scheduled more than a score of banquets to launch the week's observance.

L. A. Stations Are Joiners

SOUTHERN California Broadcasters Assn. has announced the signing of KBLA Burbank, Calif., bringing the Los Angeles area membership to 100% with a total of 26 am stations and two fm stations. SCBA now has 52 stations in nine southern counties of the state and is working on a sales presentation, "Southern California, Unusual Radio Market," to be shown to eastern agencies in October.

Men's Wear Retailers Series Completely Sold Out by RAB

A MAIL SERIES to members on men's wear retailers has been completely sold out, Radio Advertising Bureau reported last week. The six-mailing series will be directed at men's wear retailers by radio outlets throughout the nation on the eve of the industry's efforts to widen its market through a national advertising effort, RAB said.

The series is the third of RAB-created direct mailing projects which were sold out, Warren Boorom, director of RAB's local promotion, said. The other two series, mailed last winter, were directed at supermarkets and auto dealers, and sold radio schedules to more than half of the retailers who received them, RAB asserted.

SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

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AP RADIO-TV UNIT ELECTS DIRECTORS

New organization takes over from original AP Radio Committee, encompasses television. Board to meet Sept. 19.

WINNERS in balloting for nine new directors of the Associated Press Radio & Television Assn. were announced last Thursday. They join the seven members of the original AP Radio Committee, forerunner of the APRTA, who were carried over as nucleus directors of the new nationwide organization.

First meeting of the 16-man board is slated Sept. 19 at the AP general office in New York. Les Mawhinney of KHJ Los Angeles, who headed the AP Radio Committee, is president *pro tem.*

With its membership completed in the elections announced last week, the board consists of four members from each of four geographical districts, and the four from each district represent four different categories of broadcasting. By category, the 1955-56 board is composed of the following (with winners in the elections listed first in each case and with carry-overs from the AP Radio Committee shown in parentheses):

Radio stations less than 1 kw—Albert Larson Jr., WALL Middletown, N. Y.; John A. Engelbrecht, WIKY Evansville, Ind.; H. J. Chandler, KFLW Klamath Falls, Ore.; (Matt Bonebrake, KOCY Oklahoma City).

Radio stations 1 kw through 10 kw—Duane Hatch, WSAV Savannah, Ga.; Lee Lindow, WFDF Flint, Mich.; (Les Mawhinney, KHJ, and Daniel W. Kops, WAVZ New Haven, Conn.).

Radio stations more than 10 kw—Jack Knell, WBT Charlotte, N. C.; James H. Connolly, KGO San Francisco; (Tom Eaton, WTIC Hartford, Conn.; Jack Shelley, WHO Des Moines).

Television stations—Ted Jaffee, WAAM (TV) Baltimore; Pat Cullen, KHQ-TV Spokane; (Joe H. Bryant, KCBD-TV Lubbock, Tex.; Jack Krueger, WTMJ-TV Milwaukee).

This will be the first full year of formal organization for APRTA. Accordingly, the new directors will serve for staggered terms; each district will elect one new director, beginning next year.

Voting for the candidates for the new directorships was conducted by mail among AP radio member stations. Balloting closed Aug. 28. Results were verified by a special elections committee composed of Ralph Weil, WOV New York; Anthony Marano, WCTC New Brunswick, N. J., and Lansing Christman, WGY Schenectady, N. Y.

Something you should know about TV in Washington, D.C.

Without changing its current rates, WMAL-TV will boost its power to 252,000 watts this Fall and spark the new ABC-TV programs with the greatest promotion campaign ever conducted by a Washington TV station!

Ask Katz about prime adjacencies for the Fall . . . ***at current rates on***

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WMAL - TV

Washington, D. C.

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The Evening Star TV Station
Affiliated with ABC-Television

Farm Radio Workshops Set For 8 NARTB Regional Meets

FARM radio workshops will be held during each of the eight NARTB Regional Conferences to be held starting Sept. 19 and winding up Nov. 17. The workshops will be a feature of the opening Radio Day portions of the conferences.

Farm directors speaking at the meetings follow: Sept. 19-21, Chicago, Jack Jackson, KCMO Kansas City; Sept. 22-24, Saranac Inn, N. Y., Bob Miller, WLW Cincinnati; Sept. 28-30, New Orleans, Frank Atwood, WTIC Hartford; Oct. 12-14, Roanoke, Va., Phil Alampi, WRCA New York; Oct. 24-26, San Francisco, Mal Hansen, WOW Omaha; Nov. 1-3, Colorado Springs, Jack Timmons, KWHK Hutchinson, Kan.; Nov. 7-9, Des Moines, John McDonald, WSM Nashville; Nov. 15-17, Dallas, Herb Plambeck, WHO Des Moines.

N. Y. State Broadcasters Schedule Sept. 23 Meet

ANNUAL MEETING of the New York State Assn. of Radio & Television Broadcasters will be held Sept. 23 at Saranac Inn, N. Y., starting at 3 p.m., Mike Hanna of WHCU Ithaca, president of the association, announced last week.

The agenda includes annual election of officers and a regular business session, followed by a short address by FCC Comr. Robert Bartley, who also will answer questions put by the broadcasters.

Mr. Hanna urged all association members to attend and invited non-member radio and tv stations to send representatives. Reservations may be made by contacting Mr. Hanna at WHCU.

Radio-Tv Women Start Drive

MEMBERSHIP drive designed to bring the rolls of American Women in Radio & Television from 1,150 to 1,300 by Nov. 1 has been started under direction of Edythe Fern Melrose, WXYZ-AM-TV Detroit, and Jane Dalton, WSPA Spartanburg, S. C., AWRT president. Miss Melrose is AWRT membership committee chairman.

Miss Dalton predicted AWRT membership will reach 2,000 in the not-too-distant future, in line with expansion of tv and radio. AWRT includes professional, creative women in all phases of radio-tv management and programming roles. AWRT was organized in 1951. It has its own code of ethics and subscribes to NARTB's radio and tv codes. There are 24 local chapters.

NARTB Tv Code Review Board To Discuss Kefauver Report

COMMENTS on tv programming and juvenile delinquency, presented in the special report of the Senate Juvenile Delinquency Subcommittee [B•T, Aug. 29] headed by Sen. Estes Kefauver (D-Tenn.), will be reviewed Thursday-Friday by the NARTB Television Code Review Board, meeting at NARTB Washington headquarters.

G. Richard Shafto, WIS-TV Columbia, S. C., will preside for the first time as chairman of the code board. Other problems to be considered by the board include films of programs involving potential violations of code provisions.

Attending the meeting, besides Chairman Shafto, will be the other four members: William B. Quarton, WMT-TV Cedar Rapids, Ia., vice chairman; Mrs. Hugh M. McClung, KHSL-TV Chico, Calif.; Roger W. Clipp, WFIL-TV Philadelphia, and Richard A. Borel, WBNS-TV Columbus, Ohio. John E. Fetzer, head of the Fetzer stations and former chairman of the board, will attend in his role as advisor.

Edward H. Bronson, director of tv code affairs, and Charles S. Cady, his assistant, will report on code promotion, field trips, monitoring and plans for participation in the approaching NARTB regional meetings starting Sept. 19. A code workshop session will be held at each of the eight regional sessions, conducted by Mr. Bronson.

Lee to Address Engineers

FCC COMR. ROBERT E. LEE is scheduled to address a banquet gathering of the sixth annual meeting of the Institute of Radio Engineers Professional Group on Vehicular Communications, meeting at the Multnomah Hotel, Portland, Ore., Sept. 26-27. Edward A. Allen, FCC chief engineer, will deliver a technical paper at the meeting.

N. Y. Women Elect Barton

JANE BARTON, program director, New York State Motion Picture Bureau, has been elected president of the newly-formed Capitol District Chapter of the American Women in Radio & Television. Also elected were Elaine Drooz, women's program director, WPTR Albany, N. Y., as vice president and Jeanette Eddy, women's editor WSPN Saratoga Springs, N. Y., as secretary-treasurer.

"Now that KRIZ Phoenix has announced a lay-away plan for undertakers, I'm about to croak."

MCA-TV Sales Expands; 3 New V.P.'s Named

A NEW sales expansion is underway at MCA-TV Ltd. Film Syndication Division. Three new vice presidents have been named; a regional sales office in Cleveland opened and a sales manager appointed there; a western sales manager appointed and a salesman added to the staff.

MCA-TV's Wynn Nathan, vice president in charge of sales, announced last week that the board has elected as vice presidents: Tom McManus, eastern sales manager for the past nine months and headquartered in New York; Ray Wild, southwest regional sales manager (Dallas office), and Hank Long, also newly appointed sales manager of the mid-eastern regional sales office in Cleveland.

The new Cleveland office will supervise other MCA-TV sales offices in Cincinnati, Detroit, Buffalo and Pittsburgh. Mr. Nathan said the new territorial breakdown was necessary because of the "rapid growth and coming of age of syndicated tv."

Robert Greenberg, vice president in charge of western station sales for MCA TV, adds the western sales management to his duties succeeding Mr. Long. Mr. Greenberg will work out of the Beverly Hills office.

Mr. Long, who joins D'Arv G. Barton, MCA-TV's vice president in charge of station sales for the midwest in the Cleveland office, was western sales manager at Beverly Hills, Calif., and has been with MCA-TV for two years.

William Connelly is the new addition to the sales staff. He was one of the chief account executives at WENS (TV) Pittsburgh and will work out of MCA-TV's Pittsburgh office.

Stations, Sponsors Buy Guild's 'Confidential File'

IN ADDITION to Bardahl Oil Co., chief sponsor of *Confidential File*, Guild Films Co. series, a number of other advertisers and stations will carry the program, Erwin Ezzes, general sales manager, announced last week. Among automobile companies which have signed contracts to present the show are: Dodge-Plymouth for KING-TV Seattle, through S. L. Savidge Co.; Ford Dealers for WISN-TV Milwaukee, through Doren Ford Dealers and for KWK-TV St. Louis, through Ford Dealers Assn.

Other sponsors include Faygo Beverages on WWJ-TV Detroit; White King Soap on KGO-TV San Francisco; Hoffman & Son on WTVO (TV) Rockford, Ill.; Waterman-Waterbury Co. on WCCO-TV Minneapolis; Al Terrance Carpet Co. on WGR-TV Buffalo; Atiyeh Bros. on KOIN-TV Portland, and Tenilhist on WAFB-TV Baton Rouge, La.

The series also has been purchased by WPIX (TV) New York, KWTV (TV) Oklahoma City, KSFD-TV San Diego and KID-TV Idaho Falls. Stations will sell the program direct.

Ziv Dubs Shows in Spanish

SOME $450,000 has been earmarked by Ziv Television Programs Inc. for dubbing Spanish into its various film programs. Ziv said last week its Mexico studios shortly will begin work on the Spanish version of *Highway Patrol*, the second year series of *Mr. District Attorney* and 26 more episodes of *Cisco Kid*. When the *Highway* series in Spanish is ready for telecast about Jan. 1, Ziv will have more than 500 individual subjects dubbed into Spanish, according to the firm.

Ziv Color Series

THE SERIES based on the stories of a former informant on Communist activitiy for the Federal Bureau of Investigation—*I Led Three Lives*—will be Ziv Television Programs color tv entry. According to Ziv, the tv series, since its inception three years ago, has been filmed in color. Although nearly all other Ziv shows also are filmed in color, Ziv's color standard bearer will be the vehicle starring Richard Carlson because it has been "a pacemaker for Ziv in many other ways—topping sales, rating and endurance records."

$2,275,000 Contract Set Between Carlson-Ziv

TEN-YEAR contract was signed last week by Richard Carlson and Ziv Television Programs Inc., calling for the services of the actor-writer-director on a non-exclusive basis permitting the star to continue his independent motion picture and theatrical work. The contract reportedly provided $2,275,000 for Mr. Carlson, who stars in Ziv's *I Led Three Lives*. The sum also will be augmented by his interests in 117 segments of the series.

John L. Sinn, president of Ziv, said that the company and Mr. Carlson plan a new series as soon as the present *I Led Three Lives* ends its third year of filming in January.

Official Begins Expansion, Names Jaffe Executive V.P.

APPOINTMENT of Herb Jaffe, vice president of Official Films Inc., New York, to the newly created post of executive vice president was announced last week by Harold Hackett, chairman of the board and president. Mr. Hackett also announced that Herman Rush, vice president, has been named vice president in charge of sales. Both appointments are in line with

MR. JAFFE MR. RUSH

the new Official expansion program, Mr. Hackett said.

Mr. Hackett said that under the new executive set-up, the company plans a major expansion in the national, regional and local sales divisions. Mr. Jaffe will handle special sales matters as well as his added executive management functions. Under Mr. Rush's direction, additional salesmen are being added to Official's sales force.

NBC EXPANSION OF 'MONITOR' EVOKES BLAST FROM REPRESENTATIVES' GROUP

SRA charges come as NBC readies for meeting with radio affiliates at which plan to extend 'Monitor' into weekdays will be proposed. Sarnoff terms SRA's stand an 'emotional campaign.'

A CHARGE that NBC "will make another try at killing" radio this week through its proposed expansion of the *Monitor* plan was raised by Station Representatives Assn. last Thursday.

NBC's Executive Vice President Robert W. Sarnoff replied Friday that SRA was waging an "emotional campaign" against *Monitor*, "one of radio's most promising and progressive developments." He said the "best factual answer" is "the phenomenal success of many NBC affiliates in selling out the local availabilities in *Monitor*—in weekend time formerly considered marginal" (see Sarnoff statement this page).

The SRA charge, levelled by Managing Director Lawrence Webb in a bulletin to members, came as NBC was preparing for a meeting Sept. 9 at which the network is expected to propose expansion of the concept of the *Monitor* weekend service into the 10 a.m.-to-6 p.m. periods Monday through Friday and, also, to ask its radio affiliates to take a cut in compensation for carrying network commercial shows.

SRA's blast capped a period of mounting opposition to the *Monitor* plan and left little doubt that the whole issue would be brought to a head at the meeting of NBC officials and affiliates, to be held at the Waldorf-Astoria in New York with 100 to 150 officials from approximately 100 NBC Radio affiliates expected to be on hand.

Mr. Webb's bulletin told SRA members that a national advertiser can buy radio via the *Monitor* concept "at between one-quarter and one-third of what he would have to pay on the station's rate card," and that "it behooves you to bring these facts to the attention of every radio station on your list."

By last Friday a number of NBC affiliates already had heard—in terms largely similar to those in the SRA Bulletin—from their individual representation firms.

At least some representatives, on the other hand, confided they did not regard the *Monitor* plan as a "threat" or death knell for radio. This view also was taken by some affiliates. One observer noted: "There are two camps, all right. Some think it's good; some think its horrible." Those who opposed it were clearly the more vocal.

If extended to weekdays, the *Monitor* plan probably would undergo some change in program format—primarily to slant it more towards women, it was understood. The weekend *Monitor* would be continued, according to current plans. Nor would there be any substantial change in the current sales format—i.e., selling participations—unless affiliates are able to sway network officials.

In addition to the proposed extension of *Monitor*, the affiliates at Friday's meeting will be asked to approve a reduction in their rate of compensation from the network. NBC authorities confirmed that a new compensation plan would be presented, but details were not given. It was generally assumed, however, that the requested reduction would be on the order of that which already has been approved by CBS Radio affiliates, which was described as a 20% cut.

The SRA bulletin maintained that "if NBC is successful in selling the expansion of such programming as *Monitor*, it will unquestionably mean the most serious threat we have seen to *all radio*—network, national, and local."

SRA offered this summary of what it called "the cold facts," asserting that "the difference between *Monitor's* and individual stations' discounts are minor and would needlessly complicate the basic example we have tried to keep brief":

"The current SRDS lists 197 NBC stations with a total one-hour rate of $26,020—an average of $132 per station.

"An advertiser pays a base rate of $1,000 for one one-minute announcement—an average of $5.07 per station.

"The ratio between the station's hourly rate

NBC'S STATEMENT ANSWERING SRA'S CHARGES

NBC Executive Vice President Robert W. Sarnoff issued the following statement Friday in response to inquiries for NBC's position on the SRA attack.

"The current SRA bulletin is the latest illustration of the emotional campaign this organization has been conducting against *Monitor*, one of radio's most promising and progressive developments. The SRA seems to be devoting its full radio effort to this campaign—which consists of circulating distorted and misleading information—rather than to constructive steps which would help its members use the new opportunities created by *Monitor* to increase national spot sales on the stations they represent.

"It is apparently SRA's purpose to foment fear that *Monitor* is endangering station revenue in general, and national spot business in particular. The phenomenal success of many NBC affiliates in selling out the local availabilities in *Monitor*—in weekend time formerly considered marginal—is the best factual answer to this theory. And where a real selling effort has been made, a major portion of this increased station revenue has come from national spot sales.

"For example, our o & o stations, which are represented by NBC Spot Sales have *doubled* their sale of weekend availabilities because of *Monitor*—and more than half of these new sales are national spot. One of our major affiliates reported last week that it is going to network advertisers buying *Monitor* and getting them to supplement their network advertising by national spot buys in this new radio service!

"*Monitor* has generated an unprecedented fresh interest in radio on all levels. On the network level, it has already produced an impressive volume of sales to advertisers who want overall national circulation. It has created new business from local advertisers. It offers stations and their reps great opportunities for national spot sales in support of regional or selective-market campaigns. It is regrettable that the SRA, instead of using these new opportunities constructively, chooses to blind itself to the realities of present-day radio."

- the two "BIGGEST ATTRACTIONS" in the Detroit Area!
CHANNEL 9
CHANNEL 9
RADIO 800
RADIO 800 kc.
CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.
CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.
Channel 9
325,000 Watts
National Rep.
Adam J. Young, Jr., Inc.
CKLW
800 kc. Radio
50,000 Watts
J. E. Campeau, Pres.
Guardian Bldg., Detroit

and $132 can be applied to $5.07 to arrive at the rate the advertiser is paying for the station.

"For instance—if the station's base hour rate is $265, the advertiser is paying $10.14 for the station.

"If the station's base hour rate is $100, the advertiser is paying $3.80 for the station.

"Station breaks are three-quarters of the above.

"If an NBC affiliate will only apply this simple arithmetic to its base NBC hourly rate —and then compare it with its own one-minute or station break base card rate—it will be found that the national advertiser is buying radio, via the *Monitor* concept, at between one-quarter and one-third of what he would have to pay on the station's rate card. If this practice continues and expands, not only NBC affiliates but every other radio station will suffer immeasurably from this depreciation of radio."

The Friday meeting of network officials and executives of NBC Radio affiliates, which is set to start at 10 a.m. in the Waldorf's Empire Room, will be preceded by a session of the affiliates' executive committee and affiliates' planning committee on Wednesday and by an agenda-planning meeting of these two groups with NBC authorities on Thursday. The radio affiliates are headed by Robert D. Swezey, WDSU New Orleans.

While *Monitor* and the probable request for a reduction in station compensation are expected to rank high on the Friday meeting agenda, the session will not necessarily be limited to those topics.

CBS Radio's recently announced plan of selling segments—"participations" is the word representatives have used—of three nighttime name-talent strips [B•T, Aug. 22], and possible ways in which NBC may counter it, also are prospects for discussion.

The "segmentation" plan of selling is also expected to come in for at least corridor conversation at CBS Radio's own affiliates meeting, to be held in Detroit at the Hotel Sheraton-Cadillac on Sept. 13-14 [B•T, Aug. 15].

This is the second annual meeting of CBS Radio affiliates with key executives of the network and is designed to give the stations a complete presentation on CBS Radio's sales, programming, and promotion plans for the coming season. CBS Radio President Arthur Hull Hayes and other key executives of the network will make the presentations. Dr. Frank Stanton, CBS Inc. president, will be principal speaker at the opening day luncheon session.

Additional plans for the entertainment program to be offered at the dinner on Sept. 13, as announced last week, call for comedian Jack Carson to appear as m.c. on a program that also will include Gary Crosby, the Tex Beneke Orchestra, the "Make Way for Youth" chorus organized by WJR Detroit, the Honey Brothers acrobatic act, and Somethin' Smith & the Redheads.

Papp to Succeed Fleming As 'Monitor' Producer

FRANK PAPP, verteran producer-director, was named last week to take over as executive producer of *Monitor*, NBC Radio's round-the-clock weekend service. He succeeds James Fleming, radio and tv newsman and producer, who has resigned effective Sept. 12 and reportedly plans to take a vacation before announcing future plans.

Mr. Papp has won more than 30 Ohio State U. awards for his work in broadcasting since he joined NBC in Chicago in 1939. He transferred to NBC in New York in 1942, producing and directing such radio series as *The World's Great Novels* and *Eternal Light*.

ABC FACES SUIT FOR $7 MILLION

Commentator-columnist Walter Winchell reported readying breach-of-contract suit for filing this week. ABC denies misrepresentation.

A SEVEN-million-dollar breach of contract suit was launched against ABC last week by commentator-columnist Walter Winchell. ABC maintained "there is no basis of fact in Mr. Winchell's complaint."

The commentator—who some months ago was granted a release by ABC at his own request, according to his newspaper column at the time [B•T, March 14]—meanwhile was reported last week to be set to start a Sunday news program on Mutual on Sept. 11 (probably at 6 p.m.).

Counsel for Mr. Winchell was understood to have indicated the $7 million suit charging ABC with breach of contract would be formally filed this week. The network, in what it said was response to "inquiries concerning the complaint served on the company by Walter Winchell," issued a statement asserting "there was no misrepresentation concerning his contract for his radio and television programs with ABC." The statement continued:

"The facts are that he voluntarily requested a release from his contract. After letting sufficient time go by and at his urgent request, ABC acquiesced in Mr. Winchelle's request. At that time, it was our understanding from Mr. Winchell that he was in negotiation with two other networks.

"Subsequently Mr. Winchell asked that ABC reinstate his previous status. Since our contract had been treminated with Mr. Winchell and our relationship severed, it was the decision of the company not to renegotiate his services for radio and television.

"While ABC is making this statement in order that the facts may be clear, it is our belief that Mr. Winchell's claims should be settled in court and not in newspaper statements."

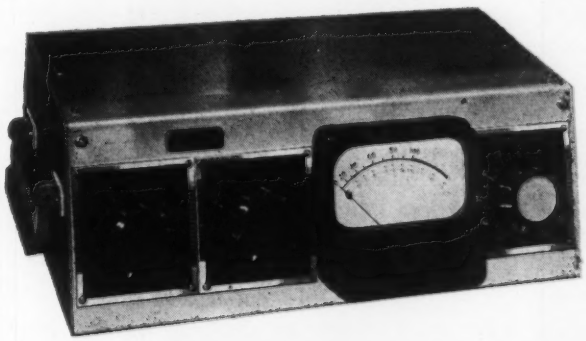
The contract with ABC had been described as a "lifetime contract," and his income from the network was said to be $16,000 a week. At the time the contract termination was announced, the *New York Daily Mirror*, which publishes Mr. Winchell's syndicated column, quoted him as saying he had received an offer from NBC-TV to produce television shows.

CBS-TV Plans Oct. 3 Split of 'Morning Show'

CBS-TV effective Oct. 3 will divide its *The Morning Show*, currently running from 7-9 a.m. Monday through Friday, into two parts: an hour-long show featuring current host Dick Van Dyke with Charles Collingwood reporting the news, followed by a new children's program, *Captain Kangaroo*.

Latter program won out over four kinescopes that were made. *Captain Kangaroo* features Bob Keeshan as Capt. Kangaroo. Mr. Keeshan has been seen in *Tinker's Workshop* on WABC-TV New York, a program that has a very high local rating. *Captain Kangaroo* is produced by Keeshan-Miller Enterprises in association with CBS-TV.

Two-Channel Portable Remote



The Gates "Biamote" includes high gain printed wiring amplifier, self-contained power supply, 4" VU meter, dual wiping contact mixer controls, Cannon receptacle, and weighs only 15¼ lbs. Size: 14" wide, 8½" deep, 5" high.

$189.50

GATES

GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

Mother of Two, and Newly Wed, Team up to Please Baltimore Audience

JEAN McLANE LYNN CARROLL

Jean McLane and Lynn Carroll, WCAO's famous "Hi, Neighbor!" program team, brings Baltimore women a gossip show, featuring food, fashions, movie news, personal interviews. Monday thru Friday, 9:00-9:55 a.m. Ask any Raymer Man about "Hi, Neighbor!" or call **Bob Richmond at WCAO, CBS for Baltimore, 5 kw on 600 kc.**

CORRECTION

In the August 22 issue of Broadcasting • Telecasting, our ad on the Presto Pirouette turntables mistakenly listed the Pirouette T-68 turntable "with hysteresis motor". This should have applied to Model T-68H.

Presto Recording Corp.
Paramus, New Jersey

Marriage Bureau?

THE FIFTH couple from the *Queen for a Day* staff have joined hands in matrimony. Edward Kranyak, stage manager for the Mutual program and *Queen* model Barbara Luke became the latest couple to join the parade. Virginia Bingman, another model, was enlisted to sing the usual wedding songs . . . just as she has done for the preceeding four marriages in the *Queen for a Day* family.

NBC-TV West Coast Studios Taxed by Switch of Shows

WEST COAST television studios of NBC are being taxed to the fullest, John K. West, the network's Pacific Div. vice president, said last week, indicating that facilities may be employed to capacity by the first of the year if more New York originations move to Hollywood.

He said the newest show that may move westward is *The World and Mr. Sweeney* because the program's star, Charlie Ruggles, wants the change. Mr. West estimated that about a third of the television network's live shows originate from Hollywood. Film originations would run the proportion much higher.

Rubin Heads CBS-TV Licensing

SYDNEY RUBIN, manager of the licensing division of NBC-TV, has been named director of the licensing department of CBS-TV, Merle Jones, vice president in charge of CBS-owned stations and general services, announced last week. In his capacity as director of the newly created department, Mr. Rubin will be responsible for the licensing of all subsidiary program rights in network program properties, CBS Television Film Sales Inc. properties, and company-owned station properties.

Keystone Adds 12

TWELVE new stations in ten states have joined Keystone Broadcasting System, bringing its total of affiliates to 857, it was announced Tuesday. The additions, reported by Blanche Stein, KBS station relations director, are the following:

WGMA Hollywood, Fla.; WJAZ Albany, WJEM Valdosta, Ga.; WPEO Peoria, Ill.; WARU Peru, Ind.; WHIL Medford, Mass.; WTIK Durham, N. C.; WGSA Ephrata and WKMC Roaring Spring, Pa.; WSEV Sevierville, Tenn.; KRWS Post, Tex., and KTEL Walla Walla, Wash.

'Howdy Doody' Cast Expanded

ADDITIONS to the *Howdy Doody Show* returning to NBC-TV Monday through Friday, 5:30-6 p.m. effective Sept. 12 in color as well as black-and-white, have been announced by the network. Added attractions will include Heidi Doody, a newly created girl puppet; Alene Dalton, "The Story Princess"; Lowell Thomas Jr., cameraman, world traveler, lecturer and author, and a new animated Howdy Doody comic strip.

Show will emanate from a new color studio especially constructed for the program at Radio City, New York. Sponsors for the following products have already signed for the series: Colgate Dental Cream; Halo Shampoo; Royal gelatine and puddings, Hostess Cup Cakes, Wonderbread and French's Bird Seed.

NBC O&O Stations Report July Rise in Local Sales

LOCAL time sales on NBC's owned radio and television stations were 16% higher in July this year than in the same month a year ago, Charles R. Denny, NBC vice president in charge of owned stations and NBC Spot Sales, reported last week. The NBC-owned radio stations led the local sales gain with in increase of 27% over July, 1954. Television local sales were up 13% over a year ago.

WMAQ Chicago's local sales were up 59% to lead the radio stations in percentage gains; KRCA (TV) Los Angeles had the largest tv gain, 62%. In seven-month averages, WTAM Cleveland led the radio percentage increases with 42% and KRCA was high in tv with 22%. Other NBC-owned stations are WRCA-AM-TV New York, WRC-AM-TV Washington, WNBK (TV) Cleveland, WNBQ (TV) Chicago, and KNBC San Francisco.

Paramount Buys 'Climax' Show

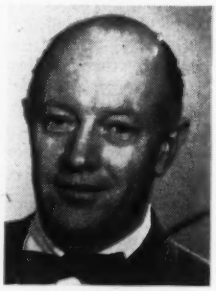
PARAMOUNT PICTURES Corp. has purchased feature film rights to Mel Goldberg's "Fear Strikes Out" telecast on *Climax* on CBS-TV, it was reported last week. Price was around $50,000. Second *Climax* script, "To Deal a Blow," telecast Aug. 25, also was being sought last week by the film major in talks with writer Robert Dozier. CBS-TV series is sponsored by Chrysler Corp. through McCann-Erickson.

CBS-TV Reports Two Sales

NEW SALES for the fall season were announced by CBS-TV last week. They included Lever Bros. (Lux liquid and Rinso Blue) purchase of a 15-minute segment Fridays (10:15-10:30 p.m. EDT) of *Garry Moore Show*, beginning Oct. 7 and placed through J. Walter Thompson Co.; Amana Refrigeration Inc., through Maury, Lee & Marshall, Cleveland, for half sponsorship of the network's top football games in the Big Ten and Pacific Conference areas, starting Sept. 24.

NETWORK PEOPLE

John H. Burnett, producer-director, MBS *General Sports Time*, appointed network sports director, succeeding **Paul Jones** [AT DEADLINE, Aug. 29].



MR. BURNETT

Ross Donaldson, literary rights and story divs. supervisor, NBC, appointed network writing services manager.

Alvin Cooper, unit manager, NBC-TV Milton Berle program, named NBC-TV program sales manager.

Jerry Madden named manager NBC-TV Pacific Div. production services; **Frank Gertz** appointed business manager.

NETWORK SHORTS

CBS-TV's *Toast of the Town* (Sun. 8-9 p.m.) will change its name to *The Ed Sullivan Show*, Sept. 25.

MISSOURI CLINIC HIGHLIGHTS FARM TV

NBC's Heinemann, CBS' Wiebe speak at three-day U. of Missouri agricultural tv clinic.

SHARP division between programming for the farmer and city dwellers is no longer necessary as a result of modern communication, George Heinemann, NBC Chicago program director, told the first National Agricultural Television Clinic that opened Friday at the U. of Missouri, Columbia. The clinic was to close yesterday (Sunday).

Taking part in the clinic were such organizations as Agricultural Relations Council, American Assn. of Agricultural College Editors, Assn. of Land-Grant Colleges & Universities, National Assn. of Television & Radio Farm Directors, U. S. Dept. of Agriculture and the U. of Missouri agricultural communications project. Facilities of KOMU-TV, university station, were used for live demonstrations and recording.

Delegates from all parts of the country took part in the three-day event including 33 state colleges and universities. Tv farm directors attended from a dozen commercial stations and the advertising-public relations fields were well represented. Others participating were consultants from the tv industry, film specialists from the U. S. and Canada, and university personnel. Their basic aim is to build agricultural tv shows having more impact.

Mr. Heinemann told the clinic that "what interests the farmer also interests the metropolitan dweller, since one depends so much upon the other for existence. Program ideas can no longer be centralized for specific audience groups as once thought of by the advertiser." He demonstrated shooting techniques for film camera work outside the studio, including color film.

The importance of audience reaction in "instructional television" as well as in commercial tv was emphasized by Dr. Gerhart D. Wiebe, CBS Inc. research phychologist who appeared at the clinic in that capacity. (Dr. Wiebe was recently named assistant to Dr. Frank Stanton, CBS Inc. president [AT DEADLINE, Aug 15].)

Speaking Friday on "Audience Is the Criterion," Dr. Wiebe warned that "in the turmoil of doing" telecasters should not "neglect to find out how you are doing."

Asserting that tv "should be thought of as a vehicle, not as a destination," Dr. Wiebe stressed that it was essential to know how the tv product was being received by the people—the audience. He noted also that tv, if correctly used, can "expand the scope of effective communication" by conveying a "sense of first-hand, vital reality."

Dr. Wiebe said he was "amazed at the imagination and ingenuity demonstrated by instructional television people in creating programs and getting them televised on the one hand, and, on the other, the lack-lustre apathy in finding out how people respond to them.

He continued: "Men and women will drive themselves to the point of exhaustion in getting a station financed, built, equipped and staffed. Producers perform minor miracles of persistence, determination, initiative and creativeness in getting programs on the air. Men raise themselves from the status of neophytes to that of skilled craftsmen without professional guidance because such guidance is seldom available in this field that is scarcely 10 years old.

"But some of these same inspiring people exhibit little curiosity and less ingenuity in finding out how their product is received."

He said that educational and instructional telecasters, by being vague about the purpose of their shows or by having no idea about the audience that actually tuned them in, are "playing with very expensive toys."

Dr. Wiebe suggested mapping the area in which the station delivers a good picture; checking the farm homes covered; counting counties within the primary area with estimates of the farm population in each; contacting 200 families in proportion to this population (after having pinned the map at points nearly on the fringe of the counties as a guide for the calls).

NAEB Television Workshop Scheduled for Sept. 12-16

THE SECOND National Assn. of Educational Broadcasters educational tv engineering workshop will be held Sept. 12-16 at Michigan State College under sponsorship of NAEB and made possible by a grant from the Fund for Adult Education. The workshop is designed to present the latest developments and equipment in the tv field and give the 25 engineers who are expected to attend an opportunity to increase their technical knowledge and ability.

Networks, tv equipment manufacturers and allied fields will send representatives to the workshop. Also scheduled to participate in the program will be consultants in production, personnel relations, lighting and kinescope recording and an engineer from FCC.

Demonstrations, lab excercises and lectures will take place at WKAR-TV E. Lansing, Michigan State station. In all, 37 different sessions will be held.

Educ. Tv Outlets to Carry 'Town Meeting' Test Series

ARRANGEMENTS have been completed for production of an experimental television series of *America's Town Meeting* programs for use on educational tv stations throughout the U. S., according to an announcement being released this week by The Town Hall Inc., producers of the pioneer forum, and the Educational Television & Radio Center at Ann Arbor, Mich.

First program in the tv series, whose radio counterpart has been on the air since 1935, will originate Sept. 25 at 7-8 p.m. at WQED (TV) Pittsburgh and will be kinescoped for immediate release to the 15 other educational tv stations now on the air, officials reported. Labor Secretary James P. Mitchell will be guest on the lead-off program and Washington commentator Gunnar Back will be moderator.

THE SMART BUY IN MILWAUKEE

REGIONAL COVERAGE AT LOCAL RATES

WFOX 860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

Something you should know about TV in Washington, D.C.

Without changing its current rates, WMAL-TV will boost its power to 252,000 watts this Fall and spark the new ABC-TV programs with the greatest promotion campaign ever conducted by a Washington TV station!

Ask Katz about prime adjacencies for the Fall . . . *at current rates on*

SUPERPOWER

WMAL - TV
Washington, D. C.

Represented by The Katz Agency
The Evening Star TV Station
Affiliated with ABC-Television

New low monthly payments
purchase your own
Transcription Library

more than 5,000 most desired music selections plus approximately 400 sparkling jingles and commercial aids. All new high quality lateral pressings

TV Stations:
ask about STANDARD'S New TV Library-Package . . . including mood music, production aids and sound effects.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Westinghouse to Make Image Orthicon Tube

WESTINGHOUSE Electric Corp. has begun production of the image orthicon transmitting tube. The product already has been installed at a number of television stations, it was announced last week by Richard T. Orth, Westinghouse vice president, in Elmira, N. Y.

Mr. Orth said this basic three-tube device is now being produced (price $1,200) by his firm's electronic tube division and its operating efficiency at tv stations was described as "highly satisfactory."

"Television broadcasting stations were dependent upon one source of supply for this key televising tube," Mr. Orth pointed out, referring to RCA. "The fact that Westinghouse is now producing the image orthicon is significant because it fills in the competitive picture."

New packaging and shipping techniques were stressed by Westinghouse, which noted it was first shipped to California and then Boston during endurance tests. It is actually a three-tube unit in that it (1) converts the studio picture into an electronic charge pattern which (2) is converted into conventional tv signals and (3) then amplified by a scanning beam.

Great Advances in Tv Predicted by Halpin

PREDICTION that by 1965 there will be 85 million or more tv sets in use in over 50 million U. S. and Canadian homes as compared with 38 million sets in 43 million homes today, was made last week by Dan D. Halpin, general sales manager, television-radio division, Westinghouse Electric Corp. He spoke at the third Radio & Television Clinic & Electronics Fair in San Antonio, Tex., which was sponsored by the Texas Electronics Assn.

Mr. Halpin estimated that between 50 and 60% of all home sets will be color and that all feature programming except news and current events shows will be in color. He also asserted that in spite of the bright future of color tv, there will be a continuous prosperous market for black-and-white sets.

In the future, tv circuits may be tubeless, using advanced types of printed circuits. The tv set of 1965, he said, might even be a picture-on-wall set with controls and chassis placed on a small box at the side of a chair. He predicted that servicing a tv receiver a decade from now will be as simple as changing a light bulb today. Portable receivers will be powered by batteries and 21-inch color sets will be as light in weight as an executive case. Price at the consumer level, he said, will average about $300.

Mr. Halpin said that more than 8 million tv receivers will be sold each year by 1965. The factory value of these units will reach about $1.5 million or $2.25 billion at the retail level. Servicing income will reach a peak of $7.5 million, he said.

Auld Promoted by DuMont In 'Electronicam' System

JOHN S. AULD, with Allen B. DuMont Labs since 1948 and most recently in charge of DuMont's "Electronicam" (live-film camera) systems engineering, was named last week as manager of technical operations for the "Electronicam" system.

MR. AULD

James L. Caddigan, director of "Electronicam" marketing, said Mr. Auld's appointment was in line with expansion of DuMont's organization for the marketing of the new camera system.

Mr. Caddigan also referred to activity and "commitments" with "producers of major motion pictures, tv films, industrial, educational and government films." Mr. Auld will work with clients in the planning, laying out and installation of "Electronicam" systems in movie studios, tv film production centers, tv stations, and in educational, governmental and industrial installations.

Manzo Promoted, Moved

ED MANZO has been appointed eastern sales manager in a realignment of sales territories by General Precision Lab. Inc. (tv equipment), Pleasantville, N. Y., it was announced last week. Mr. Manzo returns to General Precision's headquarters in Pleasantville from the company's Atlanta office, where he was southeast regional manager.

MR. MANZO

Emerson Promotes Kantrowitz

EDWARD KANTROWITZ, Emerson Radio & Phonograph Corp.'s advertising manager since 1952, was named last week as assistant to Lester Krugman, vice president in charge of marketing. Mr. Kantrowitz' successor has not yet been announced.

MR. KANTROWITZ

Mr. Kantrowitz joined Emerson in 1949 as advertising production manager and in 1950 became assistant to the director of sales. Before joining Emerson, Mr. Kantrowitz was associated with Foote, Cone & Belding where he was assistant to the vice president in charge of the motion picture department.

DuMont Appoints Ruiter

JACOB H. RUITER, public relations manager of Allen B. DuMont Labs Inc., has been appointed to direct all advertising and sales promotion of the technical products manufactured by the labs. He will supervise all promotion effort by the company's transmitter, mobile communications, and technical sales advertising departments.

Adm. Born Joins Collins

REAR ADM. Arthur S. Born, USN (Ret.), has been appointed assistant to the vice president, research and development, Collins Radio Co., Cedar Rapids, Iowa. Adm. Born graduated from the U. S. Naval Academy in 1927 and has served in various Navy posts including head of the Electronics Div. of the Bureau of Aeronautics. His latest assignment was in the Office of the Assistant Secretary of Defense (Applications Engineering).

ORRadio Develops New Tape

A MAGNETIC recording tape that will double the playing time over standard recording tape has been announced by ORRadio Industries (Irish brand magnetic recording tape), Opelika, Ala. Up to four hours can be recorded without a reel change at 1⅞ speed, and eight hours dual track. The increase in playing time is made possible by placing 2,400 ft. of tape, instead of 1,200 ft., on the standard 7 in. reel. Price of the new double play tape is $7.50 hi-fi net for the 2,400 ft. reel.

KTHV (TV) Gets Transmitter

RCA has reported shipment of a 50-kw transmitter to KTHV (TV) Little Rock (ch. 11).

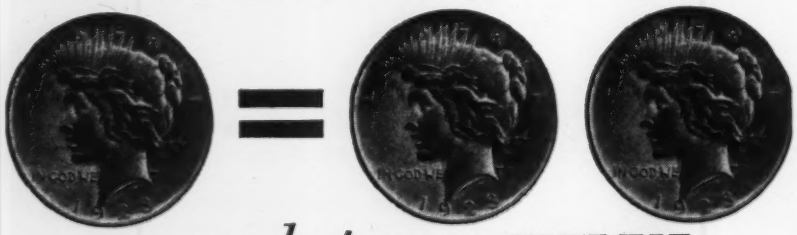
MANUFACTURING PEOPLE

Richard B. Leng, formerly California operations manager, Sylvania Electric Products Inc., N. Y., elected to newly-created position, vice president in charge of technical products div., Packard-Bell Co. (receivers), L. A.

Norton Locke, general executive, Camera Vision Productions Inc. (film production system), Hollywood, appointed west coast operations director.

Ralph E. Endersby named manager of first office (70 Grenville St., Toronto) set up by Canadian div. of new wholly-owned subsidiary, Ampex American.

An additional dollar's worth of product promotion for every advertising dollar.



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. . . *a distinguished member of the Crosley Group*

Exclusive sales offices: New York, Cincinnati, Dayton, Columbus, Chicago, Atlanta, Miami

'IDEA HOME OF THE YEAR'

MORE than 6,000 persons attended the Aug. 28 opening of the "Idea Home of the Year" project in Omaha, Neb., highlighted by three radio shows and an hour-long tv program by WOW-AM-TV there. The home is one of 100 being constructed around the country by *Better Homes & Gardens* magazine to show new ideas for building, decorating and remodeling.

KSL-TV BROCHURE

KSL-TV Salt Lake City has sent to advertisers and agencies a colorful brochure giving market and coverage data. The folder says KSL-TV's primary coverage area north to south is approximately the distance from New York to Pittsburgh and from east to west about the distance from Chicago to Detroit. The station says its market compared to city areas by population ranks sixth, between Detroit and Baltimore, based on *Consumer Markets*, 1955. A coverage map is included showing the station's primary and secondary areas reaching into Wyoming, Idaho and Nevada.

TIMEBUYER'S TIME GUIDE

BLAIR Tv, station representative, is distributing to timebuyers charts showing how time will be affected in the upcoming daylight changes. "And, because the time change is different again this time around, we know you'll find our new *Timebuyers' Time Change Guide* a right handy thing to have on deck," the firm says in an attached memo. Cities which do not follow the time patterns of their states also are listed.

WBEN CELEBRATES 25 YEARS

TO CELEBRATE its 25th anniversary Sept. 8, WBEN Buffalo, N. Y., is inviting all listeners born on that date in 1930 to be honored guests at a special edition of the *Hotel Statler Luncheon Club* program on the station's birthday. The 45-minute audience participation show, regularly aired from the station's Statler studios, will be broadcast that day from the hotel's larger Empire Room. Mike Mearian is m.c. of the daily show. WBEN also is asking listeners to write in 125 words or less, "Why I Have Enjoyed WBEN Radio During the Past 25 Years." A silver tea service is the prize and the winner also will be on the special show.

KPRC-TV AIRS ELECTION RETURNS

RETURNS of the city election in Houston, Tex., were telecast by KPRC-TV there from the city room of the *Houston Post*. The show was presented under the sponsorship of the Second National Bank of Houston.

'HOMETOWN AMERICA'

A PROJECT known as "Operation: Hometown America," sponsored by the Oak Park (Ill.) Chamber of Commerce and featuring the Cliff Johnson family, is nearing completion on WGN Chicago. Mr. Johnson and his wife Louella and five children have been touring Europe the past two months, tape recording their impressions and flying them back to the station for use each morning at 8:15. Included in the series are interviews, folk music and visits to cultural and historic places of interest. During August the family toured Denmark and Germany.

WHISTLER'S GRANDFATHER

BILL SMALL, news director of WLS Chicago, can claim credit for the recognition of Whistler's grandfather. Two years back Mr. Small did a commentary on the founding of Ft. Dearborn, later to become Chicago, 150 years ago. At that time he discovered it had been founded by John Whistler, who was never historically recognized by the city. Mr. Small has been urging the mayor and city council to correct the oversight. Finally Mayor Richard Daley proclaimed Aug. 17 as John Whistler Day. In an interview he thanked WLS for calling it to his attention. The station also was commended by Paul Angle, director of the Chicago Historical Society, for "rescuing this historical figure from oblivion." John Whistler was the grandfather of James MacNeal Whistler, who painted "Whistler's Mother."

SATELLITE SERIES

SERIES entitled *Frontier to Space* will be telecast by WGBH-TV Boston, educational tv outlet, starting Sept. 20 for 26 weeks. The quarter-hour programs will deal with how the U. S. will proceed with a recently approved government project to establish an earth satellite. Working on the series are 25 rocket scientists, Dept. of Defense, personnel at White Sands (N. M.) proving grounds, Halloman Air Development Center, Alamogordo, N. M., and Guided Missile Training Center, Ft. Bliss, Tex.

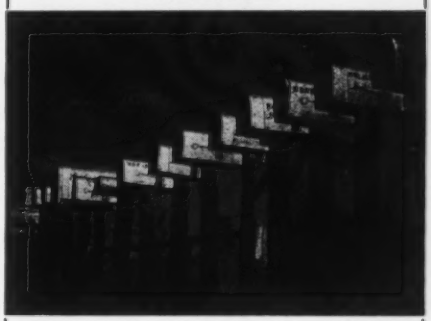
OIL BLAST COVERAGE

FILM FOOTAGE of the Whiting, Ind., Standard Oil refinery blasts was secured by WSJV (TV) Elkart, Ind., when the station sped cameraman Bill Marrow to the scene. John F. Dille Jr., publisher-broadcaster (Truth Publishing Co., which operates the *Elkhart Truth* and WTRC-AM-FM-WSJV), flew to the disaster and fed news to the stations. WSJV interrupted coverage of a baseball game to show the films.

WPTZ (TV) MARKS OPENING

WPTZ (TV) Philadelphia last Thursday morning used the top of a ramp-type parking garage in the city's business section as locale for a special show to mark the opening of the National Air Show in Philadelphia last Saturday. A helicopter landed on the garage roof with Alan Scott, station personality, to open the 65-minute program that included aircraft exhibits, model plane demonstrations and other related activities. WPTZ used one camera with zoomar lens from its adjacent studio building and two other cameras on the garage roof. Last Friday morning the station also originated a pickup on the National Air Show from International Airport for NBC-TV's Today.

The best way to sell the KANSAS FARM MARKET



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Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

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All Inquiries Confidential

Station Authorizations, Applications

(As Compiled by B • T)

August 25 through August 31

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of July 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,724	525	140
Cps on air	24	13	†321
Cps not on air	125	17	123
Total on air	2,748	538	461
Total authorized	2,873	555	584
Applications in hearing	149	3	162
New station requests	201	4	17
New station bids in hearing	91	0	109
Facilities change requests	134	5	33
Total applications pending	703	101	235
Licenses deleted in July	0	3	0
Cps deleted in July	1	0	1

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through August 31

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,755	2,738	153	217	94
Fm	538	526	33	8	0

Tv Summary Through August 31

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	317	608[1]
Noncom. Educational	17	18	35[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	321	103	424
Noncom. Educ. on air	11	3	14

Applications Filed Since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	952	337	750	540	1,291[3]
Noncom. Educ.	60		32	28	60[4]
Total	1,115	337	782	569	1,351[5]

[1] 149 CPs (30 vhf, 119 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 35 already granted.
[5] Includes 645 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

KMPT (TV) Oklahoma City, Okla.—FCC deleted ch. 19 station by letter of 8/26/55 for lack of prosecution. Announced Aug. 31.

PETITION

Jackson, Miss.—Lamar Life Bcstg. Co. petitions FCC to amend sec. 3.606 so as to delete ch. 6 from Clarksdale, Miss., and allocate ch. 6 to Cleveland or Ruleville, Miss. As alternative, it is requested that ch. 6 be assigned to area bounded by lines drawn between cities of Cleveland, Ruleville, Greenwood, and Indianola, Miss. Filed Aug. 26.

APPLICATIONS

Presque Isle, Me.—Elson Television Co., vhf ch. 8 (180-186 mc); ERP 0.42 kw visual, 0.21 kw aural; ant. height above average terrain 221 ft., above ground 250 ft. Estimated construction cost $53,569, first year operating cost $72,000, revenue $85,000. Post office address 12 Westchester Ave., White Plains, N. Y. Studio and trans. location Presque Isle. Geographic coordinates 46° 42' 48" N. Lat., 68° 00' 41" W. Long. Trans. Adler Communications, ant. Prodelin. Legal counsel Lyon, Wilner & Bergson, Washington, D. C. Consulting engineer Thomas B. Friedman, partner in applicant. Principals are **Thomas B. Friedman**, consulting engineer and manager, broadcast systems engineering, Adler Communications Labs., and **Mrs. Friedman.** Filed Aug. 25.

Arecibo, Puerto Rico—Caribbean Bcstg. Corp., vhf ch. 13 (210-216 mc); ERP 10.2 kw visual, 6.17 kw aural; ant. height above average terrain 74 ft., above ground 342 ft. Estimated construction cost $79,000, first year operating cost $50,000, revenue $75,000. Post office address P. O. Box 755, Arecibo, P. R. Studio and trans. location Islote, on Insular Hwy., approx. 2 miles east of Arecibo. Geographic coordinates 18° 28' 52" N. Lat., 66° 41' 16" W. Long. Trans. and ant. RCA. Consulting engineer A. D. Ring & Assoc., Washington, D. C. Applicant is licensee WCMN Arecibo. Filed Aug. 31.

APPLICATION AMENDED

Toledo, Ohio—Greater Toledo Educational Television Foundation amends application (in response to Commission's letter of 4-21-55) to add financial data, change ERP to 16.75 kw visual, 8.37 kw aural, change type ant., ant. height above average terrain to 565.6 ft. and make coordinate changes in trans. site. Filed Aug. 25.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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Existing Tv Stations . . .

APPLICATION

WITI-TV Whitefish Bay, Wis.—Seeks mod. of cp to change studio location to trans. location at 6.7 miles north of Whitefish Bay, northeast corner Port Washington Rd., near Mequon, Wis., request waiver of sec. 3.613 of Commission's rules and make minor equipment changes. Filed Aug. 26.

New Am Stations . . .

ACTIONS BY FCC

Toccoa, Ga.—Stephens County Bcstg. Co. application for cp to operate on 1590 kc, 1 kw D returned (exhibit 3 dated after sec. I). Returned Aug. 31.

Eminence, Ky.—J. W. Dunavent application for cp to operate on 1600 kc, 500 w D returned to applicant. Exhibit 3 dated after verification in sec. I. Returned Aug. 26.

West Monroe, La.—Howard E. Griffith, granted 1310 kc, 1 kw D. Post office address 3708 De Siard St., Monroe, La. Estimated construction cost $14,400, first year operating cost $38,000, revenue $33,000. Mr. Griffith is sole owner of KTLO Tallulah, La. Granted Aug. 31.

Brunswick, Me.—Westminster Bcstg. Co., granted 900 kc, 250 w D. Post Office address c/o Roger H. Strawbridge, Box 179, Brunswick. Estimated construction cost $18,410, first year operating cost $32,000, revenue $45,000. Principals includes Pres. **Roger H. Strawbridge** (22.5%), department store salesman; Treas. **Glenn H. Hilmer** (50%); Sec. Irene Strawbridge (2.5%), and **Clifford Kemberling** (25%). Granted Aug. 31.

Union City, Tenn.—Fenner Heathcock tr/as Obion County Bcstg. Co., granted 1580 kc, 250 w D. Post office address Old & Third National Bank Bldg. Estimated construction cost $19,233, first year operating cost $35,000, revenue $46,000. Mr. Heathcock is attorney and deals in real estate. Granted Aug. 31.

Abilene, Tex.—Marathon Bcstg. Co. application for cp to operate on 1280 kc, 1 kw D, DA dismissed by FCC per sec. 1.387 (b) (3). Dismissed Aug. 25.

Welch, W. Va.—Williamson Bcstg. Corp. (WBTH Williamson, W. Va.), granted 1340 kc, 100 w unl. Post office address Second Ave. at Court St. Estimated construction cost $5,475, first year operating cost $48,000, revenue $52,000. Principals includes Pres. **Alice Shein** (60.1%); Vice Pres. **S. P. Goodman** (2.9%); Treas. **Phil Beinhorn** (34%), and Sec. **W. M. Goodman** (2.8%). Granted Aug. 31.

APPLICATIONS

Madera, Calif.—Mondo Bcstg. Co., 1250 kc, 1 kw D. Post office address 657 W. 23d St., Merced, Calif. Estimated construction cost $25,100, first year operating cost $36,000, revenue $42,000. Principals are equal partners. **Gene Mondo** owns 50% of beer distributing firm. **Robert S. Garrett** is commercial manager KYOS Merced, Calif. **Eugene H. Bell** is program director of KYOS. Filed Aug. 31.

New London, Conn.—Southern New England Broadcasters Inc., 980 kc, 1 kw D. Post office address Warren M. Greenwood, RFD #1, Westerly, R. I. Estimated construction cost $20,000, first year operating cost $52,000, revenue $80,000. Principals are Pres. **Richard G. Moore** (71.4%), building contractor; Vice Pres. **Warren M. Greenwood** (13.2%); Treas. **Lee S. Greenwood** (6.2%), and Sec.-Asst. Treas. **Newton R. Moore** (9.2%), electrical appliance distributor. Filed Aug. 30.

DeFuniak Springs, Fla.—Euchee Valley Bcstg. Co., 1280 kc, 5 kw D. Post office address P. O. Box 202, Crestview, Fla. Estimated construction cost $42,250, first year operating cost $30,000, revenue $40,000. Principal is **W. D. Douglass**, news editor WCNU Crestview. Filed Aug. 25.

Albuquerque, N. M.—Rex A. Tynes, 1450 kc, 250 w unl. Post office address 1733 Bryn Mawr Dr., N.E., Albuquerque. Estimated construction cost $7,200, first year operating cost $30,000, revenue $36,000. Mr. Tynes is sole owner KCHS Truth or Consequences, N. M. Filed Aug. 30.

Buffalo, Wyo.—Northern Wyoming Bcstg. Corp., 1450 kc, 250 kw unl. Post office address P. O. Box 622, First National Bank Bldg., Sheridan, Wyo. Estimated construction cost $12,554, first year operating cost $24,981, revenue $35,000. Principals are: Pres. **Donald J. Grimes** (15%), railroad wire chief; Sec.-Treas. **Catherine M. Grimes** (15%), housewife; Vice Pres. **Lee R. Johnson** (15%), owns novelty store with wife (15%). **Vernon S. Maxwell** (40%), is co-owner cafe and bar. Filed Aug. 31.

APPLICATIONS AMENDED

Selma, Ala.—Central Alabama Bcstg. Co. amends application for cp to operate on 1270 kc, 500 w D and remote control operation of trans. to change to 1410 kc, 1 kw. Filed Aug. 26.

Plant City, Fla.—R. E. Hughes amends application for cp to operate on 910 kc, 500 w D to specify reduction in height of tower. Filed Aug. 26.

White Castle, La.—Big League Bcstg. Co. amends application for cp to operate on 1330 kc, 500 w D to change to 1590 kc, 1 kw. Filed Aug. 26.

Camas, Wash.—Camas Washougal Radio amends

application for cp to operate on 1480 kc, 1 kw D to specify change trans. location. Amended Aug. 25.

Existing Am Stations . . .

ACTIONS BY FCC

KRDG Redding, Calif.—Cp to replace expired cp which authorized new am to operate on 1230 kc, 250 w unl. forfeited and call letters deleted. Action of Aug. 26.

KXOA Sacramento, Calif.—Granted change from DA-1 to DA-N, unl., 1470 kc, 1 kw. Granted Aug. 31.

WKIX Jasper, Fla.—Commission cancelled cp which authorized new am station and deleted call letters at request of applicant. Effective Aug. 6.

WPLA Plant City, Fla.—Granted cp to increase power from 250 w to 1 kw, D 1570 kc. Granted Aug. 31.

WARE Ware, Mass.—Granted change from D to unl. with DA-N on 1250 kc with 1 kw; conditions. Granted Aug. 31.

WCHJ Brookhaven, Miss.—Granted mod. of cp to change from 1570 kc, 500 w D to 1470 kc, 1 kw D with remote control. Granted Aug. 31.

WCHJ Brookhaven, Miss.—License to cover cp which authorized new am station returned. Not signed or notarized. Returned Aug. 26.

KNDC Hettinger, N. D.—Application for SSA to operate specified hours returned to applicant. To be filed on 301. Returned Aug. 30.

WCRE Cheraw, S. C.—Granted increase from 500 w to 1 kw, 1420 kc, D. Granted Aug. 31.

WSSC Sumter, S. C.—Granted change from 1240 kc, 100 w. unl. to 1340 kc, 250 w unl. Granted Aug. 31.

KVOS Bellingham, Wash.—Granted cp to change from DA-1 to DA-N, unl. 790 kc, 1 kw with remote control D. Granted Aug. 31.

WKLJ Sparta, Wis.—Granted change from 990 kc, 250 w D to 1290 kc, 1 kw D. Granted Aug. 31.

WIPR Santurce, P. R.—Granted mod. of license to specify location at San Juan instead of Santurce. Granted Aug. 31.

APPLICATIONS

KAMD Camden, Ark.—Seeks cp to change from 1450 kc to 910 kc, increase power from 250 w to 500 w N, 1 kw D, install DA-N, change ant.-trans. location and operate trans. by remote control from 647 California Ave., S. W., Camden, while using non-DA. Filed Aug. 25.

WKTL Kendallville, Ind.—Seeks mod. of cp for change in ant.-trans. and studio location. Filed Aug. 26.

Detroit, Mich.—Faith Temple, Church of God in Christ, seeks authority to transmit programs to CKLW Windsor, Ont., Canada. Filed Aug. 31.

WNBZ Saranac Lake, N. Y.—Seeks cp to change from 1450 kc to 1240 kc. Filed Aug. 25.

WSYB Rutland, Vt.—Seeks cp to increase D power from 1 kw to 5 kw. Filed Aug. 26.

WNAM Neenah, Wis.—Seeks cp to decrease height of center tower by removing uhf ant. Filed Aug. 25.

KULA Honolulu, T. H.—Seeks cp to change ant.-trans. location; change studio location to 1290 Ala Moana Blvd., Honolulu, and make ant. system change. Filed Aug. 31.

APPLICATIONS AMENDED

KRAI Craig, Colo.—Amends application for cp to change from 1230 kc to 550 kc, increase power from 250 w to 500 w N, 1 kw D; install DA-N and change ant.-trans. location to specify move ant. 0.25 miles west of proposed site and make ant. system changes. Amended Aug. 25.

WPXY Lewisburg-Milton, Pa.—Amends application for cp to change from 1300 kc to 1380 kc, change ant.-trans., studio and station location from Punxsutawney, Pa., to Lewisburg-Milton and reduce height of ant. to specify change frequency to 1450 kc, power to 250 w, hours of operation from D to unl., change trans. location to 300 ft. north of Mountain Ave., 200 ft. east of south city limits of Williamsport, Pa., with studio location and remote control point to be determined, Williamsport, Pa., and change station location to Williamsport, Pa. Amended Aug. 25.

New Fm Stations . . .

ACTIONS BY FCC

Claremont, Calif.—Pomona College, granted 90.7 mc, 10 w. Post office address Claremont, Calif. Estimated construction cost $3,995, first year operating cost not given. Applicant, educational institution, is proposing non-commercial educational use of station. Granted Aug. 31.

WAJC (FM) Indianapolis, Ind.—Granted cp to change from noncommercial educational fm station to Class B station; 104.5 mc, 8.8 kw; ant. 35 ft. above average terrain. Applicant does not propose commercial operation. Granted Aug. 31.

Winchester, Mass.—Winchester Mass. School Dept., granted 91.9 mc, 10 w. Granted Aug. 31.

Portageville, Mo.—William Albert Crim, Louie Alvah Crim and Albert Morton Crim d/b as American Christian Bcstg. Co., granted 101.7 mc, 450 w unl. Post office address Box 233 Portageville. Estimated construction cost $1,125, first year operating cost $1,200, revenue $7,000. The Messrs. Crim are ordained ministers. Each holds ⅓ interest in general partnership of broadcasting firm. Granted Aug. 31.

PETITION

Central City, Ky.—Muhlenberg Bcstg. Co. seeks mod. of fm allocation plan to (1) delete ch. 270 from Clarksville, Tenn., and assign same to Central City, (2) delete ch. 273 from Henderson-Evansville-Owensboro area and assign in lieu thereof ch. 291 or such other channel as Commission may deem advisable. Muhlenberg has application pending for fm station in Central City. Petition filed Aug. 26.

Existing Fm Stations . . .

APPLICATIONS

WMUA (FM) Amherst, Mass.—Seeks cp to change trans.-studio location to Engineering Bldg., U. of Mass., Amherst, and make ant. system changes. Filed Aug. 25.

WMVA-FM Martinsville, Va.—Seeks mod. of cp (which replaced expired permit) to change ERP to 2.89 kw, ant. height above average terrain to 625.55 ft. and make ant. system changes. Filed Aug. 25.

Ownership Changes . . .

ACTIONS BY FCC

WBHB Fitzgerald, Ga.—Granted transfer of control from Otto Griner to H. C. Vaughn and Paul E. Reid from $50,000. Mr. Vaughn has furniture store interest and Mr. Reid is salesman-commercial manager of WBHB. Granted Aug. 31.

KALB-AM-FM-TV Alexandria, La. — Granted transfer of control from W. H. Allen to T. B. Lanford for $200,000. Mr. Lanford presently held 47.2% and will hold 99.2% after transfer. Granted Aug. 31.

WMIN-AM-FM St. Paul, Minn.—Granted transfer of control to William F. Johns Sr. through purchase of 60% of Franklin Bcstg. Co. for $15,250. Mr. Johns is pres.-9% owner of WSPT Stevens Point, Wis.; pres.-70% owner of WSHB Stillwater, Minn., and owns 70% WOSH Oshkosh, Wis.; 13% KMNS Sioux City, Iowa, and is pres.-19% stockholder of WMIN-AM-FM at present. Granted Aug. 31.

KHAS-TV Hastings, Neb.—Granted assignment of cp to Nebraska Television Corp., of which Seaton Pub. Co., present station owner, holds 52.7% interest. Other 47.3% to be sold to over 100 local residents for about $125,000. Granted Aug. 31.

WTRY Troy, N. Y.—Granted transfer of control and assignment of license to Tri-City Radio Inc. for $500,000. Principals are: Treas. **C. George Taylor** (28%) holds option to buy 6½% WPRO-TV Providence; Sec. **Robert T. Engles** (28%), vice pres. 25½% owner WORC Worcester, Mass., holds option to buy 6½% WPRO-TV; Vice Pres. **Kenneth M. Cooper** (22%), WORC general manager, and Pres. **Mowry Lowe** (22%), former WEAN Providence general manager. Granted Aug. 31.

WOIC Columbia, S. C.—Granted assignment of license to Speidel-Fisher Bcstg. Corp. for $100,000. Equal principals are Albert T. Fisher Jr., formerly regional sales manager of WSTV-TV Steubenville, Ohio, and Joseph Speidel, varied business interests. Granted Aug. 31.

WKLJ Sparta, Wis.—Granted relinquishment of control by Victor J. Tedesco. He sells 25.6% of his 62.6% interest in station to his brother Nicholas for $1,000. Each will own 37% of station. Nicholas Tedesco is owner 16⅔% interest in WCOW-TV St. Paul, Minn., and 33.3% of WCOW there. Victor Tedesco holds equal interests in WCOW-AM-TV as his brother and owns 50% of applicant seeking new am station, Rochester, Minn. Granted Aug. 30.

APPLICATIONS

WGWD Gadsden, Ala.—Seeks transfer of control to Rome Bcstg. Corp., Blue Ridge Bcstg. Co. and Southland Pub. Co. for $37,500. Rome Bcstg. (36%) owns WRGA Rome, Ga. Charles Smithgall, 40% owner of Rome Bcstg., is sole owner WGGA Gainesville, Ga. and pres-treas. *Gainesville* (Ga.) *Daily Times*. Louis R. Fockele, is dir.-vice pres. of WRGA and WGGA. Blue Ridge (32%) is WGGA licensee. Southland Pub. Co. is *Daily Times* publisher and has 20% interest in Rome Bcstg. Messrs. Smithgall and Fockele each hold 30% interest in applicant for new am station in Murphy, N. C. Filed Aug. 26.

KCLO Leavenworth, Kan.—Seeks assignment of license to John F. Spahr and Edna V. Spahr for $39,000. The Spahrs are to be joint tenants. Mr. Spahr is KCLO station manager. Filed Aug. 31.

WGR-AM-TV Buffalo, N. Y.—Seeks transfer of control to George F. Goodyear and 47 other stockholders and trustees. No consideration is involved. Will of late Alanson C. Deuel left his 2,400 shares (25% of outstanding shares) to be equally divided among his wife, Helen Langmuir Deuel, and his nieces Norma Deuel Lutz and Virginia Deuel; this is largest single block of stock concerned. Present application also outlines stock transfers which had been made previously among the original stockholders for which Commission approval was not necessary since stockholders' qualifications had already been passed upon by FCC. Previous transfers involve 34% of stock plus 11% held in trust. Filed Aug. 30.

KTOK Oklahoma City, Okla.—Seeks sale of 33.3% interest of Gene L. Cagle to corporation for $37,500, leaving Wendell Mayes and C. C. Woodson as equal partners in station. Mr. Cagle will de-

Old Texas test for coffee

Drop a branding iron into the pot. When it floats, coffee's strong enough.

Panhandle TV test

Drop a spot schedule into KGNC. Market's already tested: Amarillo is first (again) in retail sales per household.

KGNC AM & TV **Amarillo, Texas**

National representatives, The Katz Agency

AM: 710 kc, 10,000 watts
TV: Channel 4, NBC Affiliate

Always the Best Independent Buy in the Market

the AIMS station!

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland,Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield,Mass.	WTXL
Indianapolis	WXLW	Stockton,Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita,Kan.	KWBB
Louisville	WKYW	Worcester,Mass.	WNEB
Milwaukee	WMIL		

Canada

Calgary, Alberta, Canada	CKXL
New Westminister, B.C.	CKNW

Only one in each market

AIMS

Membership by invitation only

RADIO GROUP

vote his time to duties of Texas State Network. Filed Aug. 25.

KZIP Amarillo, Tex.—Seeks assignment of license to Panhandle Bcstg. Co. Partner W. J. Duncan is selling Ray Winkler, KZIP general manager, 10% of his 50% holding for $5,000. David P. Pinkston's 50% interest remains unchanged. Filed Aug. 26.

KTFS Texarkana, Tex.—Seeks transfer of control to Robert S. Bieloh for $72,660 including liabilities. Mr. Bieloh is 75% owner KBLO Hot Springs, Ark. Filed Aug. 31.

Hearing Cases . . .

FINAL DECISIONS

WMFJ Daytona Beach, Fla.—By memorandum opinion and order, FCC dismissed protest and petition for reconsideration filed July 28 by Theodore Granik and William H. Cook, directed against Commission June 29 grant without hearing of application for assignment of license of WMFJ Daytona Beach, from W. Wright Esch to WMFJ Inc. Action Aug. 29.

Mayfield, Ky.—FCC by order finalized its June 29 proposal and amended fm allocation table by assigning ch. 234 to Mayfield, effective immediately, for use by West Kentucky Bcstg. Co., which on June 27 was granted cp for new Class B fm station there conditioned to finalizing this assignment. Action of Aug. 31.

Tulsa, Okla.—By memorandum opinion and order, FCC (1) denied petitions by Central Plains Enterprises Inc. (KVOO-TV ch. 2) and KOTV Inc. (KOTV [TV] ch. 6), both Tulsa, for issuance of cease and desist orders, designation of applications for hearing and other relief directed against certain practices and applications of Tulsa Bcstg. Co. (KTVX [TV] ch. 8 Muskogee, Okla., and am KTUL Tulsa); and (2) granted application of Tulsa Bcstg. Co. for license for KTVX (TV). Actions of Aug. 31.

OTHER ACTIONS

Zone 1 Antenna Height—By order, Commission extended from Aug. 31 to Oct. 1 effective date of amendment to sec. 3.614 (b) relating to ant. heights and power requirements for vhf tv station in Zone 1. This was done in order to consider certain recent filings in connection with this proceeding. Action of Aug. 31.

WESH-TV Daytona Beach, Fla.—FCC advises station that application for mod. of cp (ch. 2) to change trans. location from one-half mile north of city limits to point about 22 miles southwest of Daytona Beach in direction of Orlando, Fla., increase ERP from 1.26 kw visual, .759 kw aural, to 100 kw visual, 66.4 aural, increase ant. height from 320 ft. to 950.5 ft. and make other equipment changes indicates necessity of hearing. Action of Aug. 31.

WLAQ Rome, Ga.—FCC designated for hearing applications for renewal of license and transfer of control from Jane F. Mooney, B. H. Mooney Jr., and J. F. Mann, co-executors of estate of B. H. Mooney (deceased) to Burgett H. Mooney Jr. Designated Aug. 31.

Terre Haute, Ind.—FCC designated for hearing application for new am station to operate on 1350 kc, 500 w D; made WIOU Kokomo, Ind., party to proceeding. Designated Aug. 31.

Marquette-Calumet, Mich.—Commission invites comment by Oct. 7 to rule-making proposal by Lake Superior Bcstg. Co., Marquette, Mich., to shift ch. 13 from Calumet, Mich., to Marquette, and replace ch. 13 in Calumet with ch. 5. Action of Aug. 31.

Mississippi—Commission invites comments by Oct. 7 to conflicting rule-making proposals by Aaron B. Robinson, Jackson, Tenn., that ch. 6 be shifted from Clarksdale, Miss., to Indianola, Miss., and ch. 44 be assigned to Clarksdale; by Greenwood Bcstg. Co., Greenwood, Miss., to shift ch. 6 from Clarksdale to Greenwood; and by Lamar Life Bcstg. Co. (WLBT [TV] ch. 3), Jackson, Miss., to shift ch. 6 from Clarksdale to Cleveland-Ruleville, Miss. Action of Aug. 31.

Artesia, N. M.—Commission invites comments by Oct. 7 to rule-making proposal by Artesia Bcstg. Co., Artesia, to delete ch. 10 from Roswell, N. M.,, and add it to Artesia. Action of Aug. 31.

Youngstown, Ohio—Commission invites comments by Oct. 7 to further rule-making proposal by WKST Inc., New Castle, Pa., that ch. 45 be shifted from New Castle to Youngstown, Ohio, by three alternative methods. Affected permittees ordered to show cause why their outstanding authorizations should not be mod. accordingly are: WKST-TV to specify operation on ch. 45 in Youngstown rather than New Castle; Golden Triangle Television Corp., to operate WTVQ (TV) Pittsburgh, Pa., on ch. 22 in lieu of ch. 47; and Polan Industries, to operate WLTV (TV) Wheeling, W. Va., on ch. 22 intead of ch. 51. Action of Aug. 31.

Clarksville, Tenn.—Commission invites comments by Sept. 30 to proposed rule making to amend allocation table for Class B fm stations to delete ch. 270 from Clarksville, Tenn., and add it to Central City, Ky., and replace ch. 273 with ch. 291 in Evansville, Ind. Action of Aug. 31.

Tyler, Tex.—Radio Bcstg. Service and Dana W. Adams designated for consolidated hearing applications for new am to operate D on 1330 kc; Radio Bcstg. with 1 kw, and Adams with 500 w; made KAND Corsicana, and KSWA Graham, parties to proceeding. Designated Aug. 31.

Caguas, Puerto Rico—American Colonial Bcstg. Corp., and Supreme Bcstg. Co., designated for consolidated hearing on Oct. 31 applications for new tv station to operate on ch. 11. Designated Aug. 31.

NARBA Notifications . . .

This notification consists of list of changes, proposed changes, and corrections in Assignments of United States Standard Broadcast Stations modifying appendix containing assignments of United States Standard Broadcast Stations attached to "Recommendations of the North American Regional Broadcasting Agreement Engineering Meeting January 30, 1941," as amended. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

U. S. Change List No. 621 **Aug. 24, 1955**

580 kc

WKAQ San Juan, Puerto Rico.—5 kw unl. Class III-A 8-24-55. (Change in trans. and main studio locations from Santurce.)

740 kc

KGU Honolulu, Hawaii.—(Delete assignment—see 760 kc.)

760 kc

KGU Honolulu, Hawaii.—2.5 kw unl. Class II. Now in operation on new frequency.

900 kc

KFNW Fargo, N. D.—(Assignment of call letters.)

1050 kc

WAUG Augusta, Ga.—1 kw D. Class II. Now in operation with increased power.

KLOH Pipestone, Minn.—1 kw DA-D. D. Class II. New station now in operation.

1220 kc

KBAM Longview, Wash.—1 kw D. Class II. New station now in operation. (Assignment of call letters.)

1290 kc

WFIG Sumter, S. C.—1 kw DA-N unl. Class III-B. Now in operation with omni-DA-D.

1300 kc

WFMH Cullman, Ala.—(Delete assignment—see 1460 kc.)

1340 kc

WKOZ Kosciusko, Miss.—(Delete assignment—see 1350 kc.)

1350 kc

WKOZ Kosciusko, Miss.—5 kw D. Class III. Now in operation with new frequency.

1360 kc

KXOL Fort Worth, Tex.—5 kw D, 1 kw N, DA-N unl. Class III-B. Now in operation with increased D power.

1370 kc

WKMC Roaring Spring, Pa.—500 w D. Class III. Now in operation with new station.

1440 kc

WKLX Paris, Ky.—(Change in call letters from WBLU.)

1460 kc

WFMH Cullman, Ala.—5 kw D. Class III. Now in operation with new frequency.

1570 kc

WHOT Campbell, Ohio.—(Change in call letters from WFAB.)

1580 kc

WWIL Fort Lauderdale, Fla.—1 kw DA-1 unl. Class II. Aug. 24, 1955. (Previously notified for operation with DA-2—no change in N operation.)

1590 kc

WPCO Mount Vernon, Ind.—500 w D. Class III. Now in operation with new station.

1600 kc

WGKA Atlanta, Ga.—1 kw D. Class III. Now in operation with new station.

Routine Roundup . . .

August 25 Applications

ACCEPTED FOR FILING

License to Cover Cp

WPCO Mt. Vernon, Ind.—Seeks license to cover cp which authorized new am station.

WPLM Plymouth, Mass.—Resubmits application for license to cover cp which authorized new am station.

WBKH Hattiesburg, Miss.—Seeks license to cover cp which authorized increased power.

WIPS Ticonderoga, N. Y.—Seeks license to cover cp which authorized new am station.

WGBR Goldsboro, N. C.—Seeks license to cover cp which authorized increased D power and change D DA pattern.

WNBT Wellsboro, Pa.—Seeks license to cover cp which authorized change frequency and change hours of operation.

WOKW Sturgeon Bay, Wis.—Seeks license to cover cp which authorized change frequency and increased power.

WNIB (FM) Chicago, Ill.—Seeks license to cover cp which authorized new fm station.

KUOH (FM) Honolulu, Hawaii—Seeks license to cover cp, as mod. which authorized new educational fm station.

Renewal of License Returned

WSDR Sterling, Ill.—Verification dated prior to date of application.

Subsidiary Communications Authorization

KFMU (FM) Glendale, Calif.; WIBG-FM Philadiphia, Pa.

Renewal of License

WCFL Chicago, Ill.; WWBG Bowling Green, Ohio (resubmitted); **WBFC Fremont, Mich.; WTNS Coshocton, Ohio; WFHR Wisconsin Rapids, Wis.; WOMT Manitowoc, Wis.; WDOK Cleveland, Ohio; WTRB Ripley, Tenn.** (amended to change name of applicant to West Tennessee Radio Broadcasters); **WFMU (FM) Flint, Mich.**

Cp

WCMR-FM Elkhart, Ind.—Seeks cp to replace permit (which authorized new fm station) which expired 7-10-55.

Modification of Cp

KBTM-FM Jonesboro, Ark.—Seeks mod. of cp to extend completion date.

WAIU-FM Wabash, Ind.—Seeks mod. of cp for extension of completion date.

KFUO-FM Clayton, Mo.—Seeks mod. of cp to extend completion date.

WSJS-TV Winston-Salem, N. C.—Seeks mod. of cp to extend completion date to 3-29-56.

KSLM-TV Salem, Ore.—Seeks mod. of cp, replaced, which authorized new tv station, to extend completion date to 4-1-56.

KBTM-TV Jonesboro, Ark.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 3-12-56.

WSAV-TV Savannah, Ga.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 3-26-56.

WTLF (TV) Baltimore, Md.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 4-9-56.

WMFD-TV Wilmington, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 3-15-56.

WTSK-TV Knoxville, Tenn.—Seeks mod. of cp (as mod., which authorized new tv station) to extend completion date to 3-24-56.

KOED-TV Tulsa, Okla.—Seeks mod. of cp (as mod., which authorized new educational tv station) to extend completion date to 3-21-56.

August 26 Applications

ACCEPTED FOR FILING

Modification of Cp

KBTM Jonesboro, Ark.—Seeks mod. of cp (which authorized mounting tv ant. on top of

Western Independent

$140,000.00

Located in an outstanding northwest market. This property shows a consistent record of growth and high earnings. Financing can be made available to qualified operators.

Midwest Regional

$140,000.00

This is the dominant facility in the area and has outstanding growth possibilities. Real estate is valued in excess of $50,000.00. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford Marshall	Ray V. Hamilton	William T. Stubblefield
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

am tower [increase height]) for extension of completion date.

WNBF-TV Binghamton, N. Y.—Seeks mod. of cp to extend completion date.

Remote Control

WKAM Goshen, Ind.; WOOD Grand Rapids, Mich.; KICA Clovis, N. M.

License to Cover Cp

KUMA Pendleton, Ore.—Seeks license to cover cp (as mod.) which authorized new am station.

WFIG Sumter, S. C.—Seeks license to cover cp which authorized change from DA-2 to DA-N.

August 30 Decisions

BY THE BROADCAST BUREAU

Actions of Aug. 26

KNX Los Angeles, Calif.—Granted extension of authority to modulate trans. with audio tones not in excess of 40 cycles per second with maximum percentage not to exced 20% modulation in order to test Civil Defense alerting unit for City of Los Angeles, for period ending Dec. 1, 1956. Alerting system is intended to transmit short bursts of individual low frequencies (e.g. 20, 22, 24, 26, etc., cycles) in order to operate alerting devices.

KFI Los Angeles, Calif.—Granted extension of authority to modulate trans. with sub-audible tones below 40 cycles with approx. 20% modulation in order to test Civil Defense alerting unit for City of Los Angeles, for remainder of license period (12-1-56).

KMPC Los Angeles, Calif.—Granted extension of authority to modulate trans. by use of sub-audible tones below 40 cycles (25 and 35) applied to broadcast station's carrier at approx. 20% modulation, in order to test Civil Defense alerting unit for City of Los Angeles for period ending 10-31-55.

WCMR-FM Elkhart, Ind.—Granted cp to replace permit (which authorized a new fm station which expired 7-10-55).

WMVA-FM Martinsville, Va.—Granted mod. of cp (which replaced expired permit) to change ERP to 2.9 kw, ant. to 625 ft. and make changes in ant. system.

Following were granted extensions of completion dates as shown: **KFUO-FM Clayton, Mo.**, to 3-4-56; **WAIU-FM Wabash, Ind.**, to 1-28-56.

Following were granted authority to operate trans. by remote control: **WKAM Goshen, Indiana; KRWS Post, Texas; WOOD Grand Rapids, Mich.**, while using non-DA. **WHUM Reading, Pa.; WWSW-FM Pittsburgh, Pa.**

Actions of Aug. 25

WORA-TV Mayaguez, P. R.—Granted STA to operate commercially on ch. 5 for period ending Sept. 27.

Actions of Aug. 24

WPUV Pulaski, Va.—Granted extension of authority to sign on at 6 a.m., sign-off at 8 p.m., Monday through Saturday, and sign-on at 8 a.m.; sign-off at 8 p.m., Sundays, through Sept. 30.

WRAD Radford, Va.—Granted license covering change of facilities and change hours of operation.

WJEM Valdosta, Ga.—Granted license for new am station.

CBS New York—Granted extension of authority to transmit programs to CFRB, CKAC, CJAD and other stations under control of Canadian Bcstg. Corp. for period beginning 9-15-55 to 9-15-56.

KFSC Denver, Colo.—Granted cp to change ant.-trans. location to 3150 S. Vallejo, Englewood, Colo.

Actions of Aug. 23

KBAM Longview, Wash.—Granted license for new am station.

WTSP-FM St. Petersburg, Fla.—Granted cp to change ERP to 4 kw.

WMVA-FM Martinsville, Va.—Granted cp to replace cp which expired Aug. 13.

Following were granted extensions of completion dates as shown: **KANG-TV Waco, Tex.**, to 2-23-56; **WTVT (TV) Tampa, Fla.**, to 3-21-56; **WRBL-TV Columbus, Ga.**, to 2-25-56; **KMAU (TV) Wailuku, Hawaii**, to 3-19-56; **KURA Moab, Utah**, to 2-22-56; **WTVN Columbus, Ohio**, to 12-15-55, conditions; **KDEN Denver, Colo.**, to 3-27-56, conditions; **WCOJ Coatesville, Pa.**, to 12-31-55, canditions.

Actions of Aug. 22

WCBR Memphis, Tenn.—Granted cp to change ant.-trans. location.

KETA (TV) Oklahoma City, Okla.—Granted extension of completion date to 3-18-56. (Educational station.)

August 30 Applications

ACCEPTED FOR FILING

Modification of Cp

WCBT Roanoke Rapids, N. C.—Seeks mod. of cp (as mod. which authorized erection of new ant. and operate trans. by remote control) for extension of completion date.

Subsidiary Communications Authorization

WMUZ (FM) Detroit, Mich.

August 31 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Carbon Emery Bcstg. Co., Price, Utah—Granted petition for extension of time to Sept. 28 to file exceptions to initial decision in am proceeding. Action of August 29.

Valley Bcstg. Co., Murphy, N. C.—Granted petition for extension of time to Aug. 31 to file reply to "Motion to Strike Part of Proposed Findings of Fact and Conclusions" filed by Cherokee Bcstg. Co., Murphy, N. C. in am proceeding. Action of August 29.

By Hearing Examiner H. Clifford Irion

Taylor Bcstg. Co., Colorado Springs, Colo.—By memorandum opinion and order, granted petition for continuance of hearing from Sept. 7 to Oct. 11 re its am application and that of Garden of the Gods Bcstg. Co., Manitou Springs, Colo. Action of August 26.

By Hearing Examiner Elizabeth C. Smith

Clarksburg Pub. Co., Clarksburg, W. Va.—Granted motion for continuance of hearing from Sept. 15 to Nov. 15 in ch. 12 proceeding—Ohio Valley Bcstg. Co., Clarksburg, W. Va. Action of August 29.

By Hearing Examiner Thomas H. Donahue

CBS Inc., St. Louis, Mo.—Granted motion to correct transcript in ch. 11 proceeding in various respects. Action of August 29.

Following stations were granted renewal of licenses: **WBUR Boston, Mass.; WDTR Detroit, Mich.; WHAD Madison, Wis.; WSLN Delaware, Ohio; WYSN New Castle, Ind.; WNAD-FM Norman, Okla.; WBEJ Elizabethton, Tenn.; WWKY Winchester, Ky.; WZIP Covington, Ky.; WCOC Meridian, Miss.; WJQS Jackson, Miss.; WFML (FM) Washington, Ind.; WSOK Nashville, Tenn.; WCBC Anderson, Ind.; WAGC Chattanooga, Tenn.; WKLF-FM Clanton, Ala.; WNBS Murray, Ky.; WGVE Gary, Ind.; KVMA Magnolia, Ark.; WNDR Syracuse, N. Y.; WHKY Hickory, N. C.; WTHI-AM-FM Terre Haute, Ind.; WLEX Lexington, Ky.; WALB Albany, Ga.; WORK Madison, Ind.; WKJG Fort Wayne, Ind.; WRUS Russellville, Ky.; WCTW (FM) New Castle, Ind. Action of August 31.**

August 31 Applications

ACCEPTED FOR FILING

King Size Curves

SPECIAL edition of the "FCC Ground Wave Propagation Curves" for 540-1600 kc is on sale by the Supt. of Documents, Washington, for $1.75 a copy. The edition, 10½ inches by 16 inches, contains 20 graphs which appear in the Standards of Good Engineering Practice, but in larger scale and on cardboard. The 0.5 conductivity curve has been added to the graphs.

SSA

KXIT Dalhart, Tex.—Seeks SSA to operate from sunrise to 10:45 p.m. on Sept. 9-16-30-, Oct. 7-14-21-28- and Nov. 4-11-18-, 1955 with 500 w.

License to Cover Cp

KVDO-TV Corpus Christi, Tex.—Seeks license to cover cp and to specify trans.-studio location as 409 S. Staples St., Corpus Christi (not a move).

Modification of Cp

KLFY-TV Lafayette, La.—Seeks mod. of cp to extend completion date to 3-24-56.

WHEF-TV Brockton, Mass.—Seeks mod. of cp to extend completion date to 6-29-56.

WOOD-TV Grand Rapids, Mich.—Seeks mod. of cp (as mod. which authorized changes in existing tv station) to extend completion date to 3-30-56.

KHQA-TV Hannibal, Mo.—Seeks mod. of cp to extend completion date to 3-24-56.

Remote Control

KGPH Flagstaff, Ariz.; KNOE Monroe, La.; KGKL San Angelo, Tex.; WWSW-FM Pittsburgh, Pa.

Renewal of License

WSPT Stevens Point, Wis.; WSAU Wausau, Wis.

Renewal of License Returned

WSIV Pekin, Ill.—Application for renewal of license returned to applicant (incomplete).

UPCOMING

SEPTEMBER

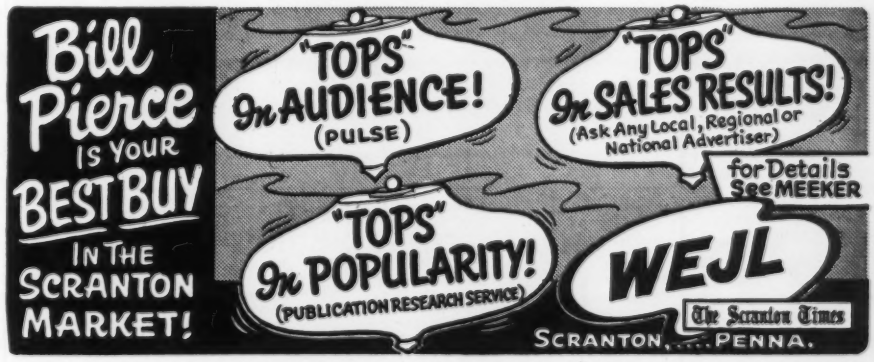
Sept. 6: RAB Clinic, Atlanta.
Sept. 7: RAB Clinic, Charleston, S. C.
Sept. 8: RAB Clinic, Raleigh, N. C.
Sept. 8-9: NARTB Code Review Board, NARTB hdqrs., Washington.
Sept. 9: RAB Clinic, Norfolk, Va.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 14-16: Life Insurance Advertisers Assn., Essex House, New York.
Sept. 15-16: Michigan AP Broadcasters Assn., Hidden Valley, Gaylord.
Sept. 16-17: Michigan Assn. of Radio-Tv Broadcaters. Convention, Hidden Valley, Gaylord, Mich.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Tampa, Fla.
Sept. 20: RAB Clinic, Birmingham, Ala.
Sept. 21: RAB Clinic, Baton Rouge, La.
Sept. 22: RAB Clinic, Knoxville, Tenn.
Sept. 23: RAB Clinic, Charleston, W. Va.
Sept. 23-24: IRE Professional Group on Broadcasting Transmission Systems, Hamilton Hotel, Washington.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.
Sept. 30-Oct. 2: High Fidelity Show, Palmer House, Chicago.

OCTOBER

Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 3: RAB Clinic, Ogden, Utah.
Oct. 3-7: AIEE Fall General Meeting, Morrison Hotel, Chicago.
Oct. 3-7: SMPTE Convention, Lake Placid Club, Essex County, New York.
Oct. 4: RAB Clinic, Colorado Springs, Colo.
Oct. 5: RAB Clinic, Albuquerque, N. M.
Oct. 6: RAB Clinic, San Antonio, Tex.
Oct. 7: RAB Clinic, Fort Worth, Tex.
Oct. 7-8: OARTB Fall Convention, Deshler-Hilton Hotel, Columbus, Ohio

NARTB Regional Meetings

Region 4 (Dist. 7, 8, 9. Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-21	Edgewater Beach Hotel, Chicago
Region 1 (Dist. 1, 2, New England States, N. Y., N. J.)	Sept. 22-24	Saranac Inn, Saranac, N. Y.
Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)	Sept. 28-30	St. Charles Hotel, New Orleans
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Franciso
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas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MUNSEY BUILDING DISTRICT 7-82
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RADIO

Help Wanted

Managerial

General manager for metropolitan independent operation with successful record as sales manager. Unusual opportunity. Box 609C, B•T.

General manager for negro programmed metropolitan station. Must have previous experience and be good salesman. Fine opportunity. Box 610C, B•T.

Assistant sales manager . . . opportunity to advance. California independent, secondary market. Strong music, news, sports. Consideration to applicant with strong background in competitive market. Include complete radio and sales background in reply. Box 650C, B•T.

Salesmen

If you can sell and do a 3-hour DJ show you can make real dough in N.Y.C. area. Have two featured DJ salesmen and after one more. Don't be a jerk and reply unless you can sell a show to earn $150 to $350 per week. Small salary, 15% commission and station talent. Very permanent for a producer 25 to 36 years of age. Resume, snapshot and tape from qualified applicants only, plus verified billing. Spin own tables, restricted or 3rd class license. Box 642C, B•T.

Local account salesman with announcing experience. Salary plus commission. Good market. ABC station. Box 691C, B•T.

Experienced radio time salesman, sober . . . advance to sales manager . . . call, write. Manager, Radio Station KPEP, San Angelo, Texas.

Are you a real radio salesman? Then you may qualify for expanding operation in Detroit Metropolitan area. Golden opportunity for young man who can meet our requirements. Contact Bill Lenhard or Danny Shaver, WCAR, Pontiac, Michigan.

Salesman-announcer. Education, good voice, desire and ability to sell are primary requirements. 24 hours week at board to maintain while building sales. Opportunity to build future with owner-manager in radio 35 years. Mutual Network. Tape, resume, photograph. Dorothy Bremmer, Commercial Manager, WLDB, Atlantic City.

Present sales staff busy with current accounts. Need time salesman with announcing ability to produce spots, and sales ability to work up new accounts for independent serving widespread market area. Write Nate Bridges, P. O. Box 387, Lebanon, Oregon.

Sales manager—salesman for Jackson's number 1 station—Mississippi's only race station—WOKJ. Prefer southerner, 25-35. Do not apply unless you have excellent personal sales record—top references. $450-$650 mo. and expenses. Immediate. Call John McLendon or Jay Gilbert, 3-7830, Jackson, Mississippi.

Announcers

Humorous DJ-flowing adlib, stage, tv acting experience. Informal, Crosby-like slang, vernacular, on-air vocabulary, Midwest, single. Box 431C, B•T.

Wanted woman. Woman to do three hour record show. Voice must be mature, well modulated, flexible and with an intimate appeal. If you have the voice and ability, we can train you. Send letter, tape and photo to Box 586C, B•T.

Ohio music and news station expanding. Need announcer for news and DJ work. Experience essential. Station friendly and up-to-date. Send picture, job and personal history, and tape to Box 606C, B•T. All tapes returned.

North Georgia daytime indie has better than average offer for mature staff man who can "air-sell" and do creditable newscasts. Permanent. Ideal family town. Send full details, tape and picture. Box 643C, B•T.

RADIO

Help Wanted—(Cont'd)

Wanted: Good announcer, strong on commercials and news by good 1kw South Carolina station. Permanent job. Salary $75 weekly to start for 45 hours. Send photo, references, resume and tape which will be returned. Box 644C, B•T.

Mountain states metropolitan station needs a good experienced staff announcer, capable of building his own DJ show. Good salary plus fees to the right man. Please rush background and personal history to Box 664C, B•T.

Here is an outstanding opportunity for one good disc jockey and two announcers with first class tickets to live and work in the Rocky Mountain states. Good salaries for the right people. Please send a resume of background to Box 665C, B•T.

High riding, independent popular music station needs another personality DJ in their daytime schedule. No staff announcer wanted. We want someone who can entertain and sell. Congenial, family-type atmosphere. Station within 60 miles of New York City. Send tape, resume, and photo to 677C, B•T.

Rare chance for Carolina or Virginia announcer to build name as early morning personality at up-and-coming Virginia indie in good market. Income potential excellent. Experience not as important as personality and sales ability. Send letter, picture and tape pronto. Box 680C, B•T.

South Dakota station needs 2 staff announcers about Sept. 12. Experienced production-minded for permanent positions. $70 weekly—bonus. Box 686C, B•T.

Wanted: Fresh, friendly, female voice for metropolitan station. Must be versatile, experienced, good looking. Unparalleled opportunity for girl who can qualify. State qualifications, experience. Send tape and photo. Box 709C, B•T.

Immediate opening for experienced staff announcer. Contact Clint Formby, KPAN, Hereford, Texas.

Accepting applications for staff announcer. Now open. Want versatile announcer. Send picture and tape. KSWO-TV, Channel 7, Lawton, Oklahoma.

Are you a good announcer with authoritative news presentation and a flair for deejay work? Staff job open now. Send tape and resume to C. L. Hinkle, Radio Station KWTX, Waco, Texas.

Announcer-engineer, 1st class ticket. Experience in combo work essential. Knowledge of the classics helpful. Please send tape, background, photo and salary required. Please do not call. WAAB, 34 Mechanic Street, Worcester, Mass.

Announcer: Immediate opening for man with thorough knowledge of hillbilly and pop music, showmanship for top-flight independent. Experienced. Prefer man from south or southeast. Send tape or contact, WACL, Waycross, Georgia.

Wanted: Young announcer who wants to gain commercial experience. Training essential—experience not. We want mature young man who will take his job seriously—no prima donnas. Send audition with first letter. Address Program Director, WAYB, Waynesboro, Virginia.

Experienced staff announcer for top-rated CBS station. Salary $82.50 plus talent. Send tape and complete background to WBSR, Pensacola.

Engineer-announcer: Pocomoke City, Md., new station at 540 kcs, 500 watts. Salary open for good man; accent on announcing. No personality problems. Contact Dave Welborne, WDVM, Pocomoke City, Md., Phone 937 daytime; 589-W nights.

Combo announcer-enginer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkum, WGBR, Goldsboro, N. C.

Staff announcer for midwest indie. Must be experienced, able to operate control room, good news delivery and DJ. Write your story in detail, to WHFB, Benton Harbor, Mich.

RADIO

Help Wanted—(Cont'd)

New station: Applications being accepted for announcing positions in small station in Montana. Announcing, copywriting experience preferred. Write Box 31, Sidney, Montana.

Technical

Need good combination engineer-announcer. Must have first class ticket and do a fairly good job of announcing. Maintenance required. Send tape, photo and resume which will be returned. S. C. daytimer. Box 645C, B•T.

Assistant chief engineer, 30 to 40 years. Good air voice, sales experience, goodwill ability. Right man can buy interest. Top west coast market. Fulltime indie. Send complete background resume. Include photo. Box 649C, B•T.

Wanted: Young EE graduate with good mathematical ability for position with established Washington consulting engineering firm, involving office, lab and field work. Good opportunty for professional advancement. Send resume. Box 711C, B•T.

Experienced first phone man who can announce needed by west Texas kilowatt daytimer for chief engineer. Engineering ability primary requisite. Send full details to Mike Barrett, KTFY, Brownfield, Texas.

Engineer, wanted immediately, with 1st class ticket. Capable of maintenance. No combo. Engineering only. Write Chief Engineer, WCOJ, Coatesville, Pa.

Engineer qualified to operate 50kw Dougherty with 6 tower directional. Contact Stan Brown, Chief Engineer, WINZ, Miami, Fla. MUrray 1-4181.

Opening Oct. 1. Combination engineer-announcer. Announcing above average and be able to maintain all equipment. Good permanent opportunity. WMFC, Monroeville, Ala.

Wanted good experienced engineer to replace good man who is moving to chief of new station. No combos. 40 hour week. Escalator to $2.60 hour. State all the facts. We are particular. WOHO, Toledo, Ohio. 1kw fulltime directional. Include photo. Car necessary.

Wanted: Announcer with first class license. Send tape. WSHE, Sheboygan, Wisconsin.

Production-Programming, Others

Program director for successful major market, news and music station. Only applicants with proven ability as PD in a like operation will be considered. Give complete background resume and advise in detail what you would consider your duties to be, if selected; state salary expected, when available, etc. Confidential. Box 590C, B•T.

Experienced male copy, traffic and merchandising, 50,000 watt indie in south. Resume and photo. Box 600C, B•T.

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This we advertised and this our students have accomplished. We have enlarged our classes but maintained our success.

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RADIO

Help Wanted—(Cont'd)

News editor wanted by 50,000 watt CBS radio station. Must be experienced reporter, writer and broadcaster, prefer newspaper background. Send photo, audition, tape and full details of background in first letter to KWKH, Shreveport, Louisiana.

Situations Wanted

Managerial

Radio and vhf television manager presently running combined operation. Eighteen years radio and television. Eight years with present company. Wide New York and Chicago agency contacts. Outstanding local sales record. Put both radio and television on air. Negotiated labor contracts. Age forty, with family. Interested in sales manager or national sales if deal right. Box 663C, B•T.

Manager or assistant. Interesting sales average. Impressive record programming, news. References, details. Box 682C, B•T.

Salesman

Account executive, 20 years radio experience, seeks tv connection. Box 496C, B•T.

Announcers

Have seen the world. Now ready to settle down and become part of a community. Most important to me is "can I help you," second is, living wage. $100 minimum, three months trial, then yearly contract. Five years experience and first phone. Box 593C, B•T.

Announcer with extensive metropolitan experience wishes to relocate. Heavy on DJ, commercials, staff, news. Married, stable, college. Looking for future. Box 619C, B•T.

Top-rated deejay—newsman . . . 4 years . . . strong commercials delivery. 26 . . . family man . . . BA degree. Seek permanency. Tape-resume. Box 651C, B•T.

Personality-DJ. Relaxed manner-top news—staff—MC—6 years. Employed—1st phone—family—$100 minimum. Box 652C, B•T.

Negro personality, smooth, young, 3½ years one station, 3rd class ticket, can also write and sell. Good news, commercials, R&B or jazz. Box 653C, B•T.

Announcer and control board. 1 year indie. 2 years network. All phases: Base plus talent only. Audition disc available. Married. Box 656C, B•T.

Announcer, DJ, recent grad, good potential, willing to work hard, learn. Tape on request. Box 657C, B•T.

Attention ten top markets! Comedy DJ; Satires, voices, impressions. Now with New York City station. Box 658C B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer: Veteran, married, third ticket, college graduate. Highest radio award. Trained all phases radio and television. Consider any location. Box 661C, B•T.

5 years experience, 2 years major market. 3rd phone, know all boards. Strong news, commercial and DJ. Box 666C, B•T.

Good announcer. First phone. Wants stable job. Above average remuneration. Four years experience. Western states. Box 668C, B•T.

Mid-south announcer-engineer, sales experience, married, mature, strong commercials, news, seeks permanent position with solid organization. Box 669C, B•T.

Salesman-announcer, 1st phone, degree, married, reliable, employed CBS station. Box 670C, B•T.

WTAFTBO-DJ BBA FCC 1st will travel anywhere for the best opportunity. Experienced, announcing, engineering, selling 4 years. Money secondary. Box 671C, B•T.

Currently independent PD. Two years experience including net. First phone. Want college city. Box 672C, B•T.

Young, married, college grad seeks announcing job. 3 years experience, all phases radio and tv. Presently with 5 kw, vhf. Box 673C, B•T.

DJ announcer. Network quality voice. Single, 25, vet. Presently employed. 2 years experience. Ready for competitive market. Box 675C, B•T.

Top morning man . . . available due to station sales, policy change. Nationally recognized. Mature, adult appeal. Also do excellent housewive's type deejay show. Have own original, proven formats. Six years highly competitive market. Proof of sponsors results. References. $200 week minimum. Box 683C, B•T.

"Nice personality"—announcer, 4 years experience in all phases of announcing including special events, hand remotes, etc., some copy and newswriting. Want tv. Box 684C, B•T.

Ambitious young disc jockey. Little experience. Gift of gab. Light on news. Excellent commercials. Best of references. Willing to travel. Box 687C, B•T.

Announcer, negro, exciting disc jockey presentation. Some experience, tape available. Box 688C, B•T.

Announcer with first phone, 5 years experience. No tapes. Available immediately on trial basis. Box 696C, B•T.

Need air personality? It's music I like—2½ years spinning 'em. Single, vet, college degree. Prefer northeast. Box 698C, B•T.

Announcer — strong news — good DJ — sincere, friendly commercials—tape; resume, Box 699C, B•T.

Listen to this—money not important—a chance is—know all phases of radio, solid comm., DJ, news and sports announcer. Available Sept. 15—try me, will send disc, pics and resume. Box 700C, B•T.

RADIO

Situations Wanted—(Cont'd)

Negro announcer—sales, single, 27, college background, will travel, available immediately. Box 701C, B•T.

Staff—announcer—experienced all phases: DJ, news, etc. Single, vet, college background, tape and resume. Box 702C, B•T.

Experienced negro staff, DJ, strong news, single, veteran, college background. Willing to travel, tape, photo, resume, Box 703C, B•T.

Announcer—Salesman—DJ, news, single, vet, car, college background, Relocate, tape and resume. Box 704C, B•T.

Professionally trained announcer, 15 months experience, desires position in New York State or New England. Box 705C, B•T.

Experienced combo announcer, all phases, including sports, tv; good commercial style. Friendly DJ personality, strong on news, music, special events. 3rd phone. Community conscious, will consider sales. Vet, 27, single. Box 706C, B•T.

Double your money back, if I'm not the best neophyte you've ever heard. Specialist on news, commercials and DJ work. Hours not important—change to work for proper outlet is—Box 707C, B•T.

Staff announcer, good on news DJ and commercials. Married, veteran. Will try selling. Tape, resume on request. James Field, 6128 Saunders Street, Rego Park, N. Y.

Fred Holt—radio personality—available. Experienced, seven years WCKY newscaster. Handle anything except DJ. Nominal salary expected. 2529 Hollenshade, Cincinnati, Ohio.

Talented—young—top-flight DJ personality. Terrific teen-age appeal. Worked with nationally known recording stars. Voted fifth top DJ in midwest in 1954. Single-photo-resume-tape. Dick Liebert, Box 655, Whiting, Ind.

Attention Florida. Experienced staff man, pleasing DJ personality, seeking permanent position. Would like to supplement income by selling. Jack McGurl, 160 Harrison Avenue, Mineola, N. Y. Pioneer 2-1848.

Due to reduction in staff, one of the stop c/w DJ's available immediately. Experience in DJ shows, western works, boardwork, copywriting, news; have ticket, musical talent and ability. Staff announcer, family man, steady, reliable, best of references including present employer. Bob Strack, Red River Roundup, KWKH, Shreveport, La.

Technical

Graduate engineer-announcer, plenty of experience. Box 375C, B•T.

First phone—year am-tv summer relief work—metropolitan New York; mostly xmtr. No announcing. Age 26, draft exempt, married, one child. No car. Desire permanent position. Box 646C, B•T.

First phone, twelve years am and fm transmitter maintenance and operation. 54 years of age, single steady, reliable. Tv trainee position preferable. Box 660C, B•T.

Chief engineer, married, car, ten years radio, seven years chief. Experienced Western Electric kilowatt directional construction. Box 690C, B•T.

Engineer . . . 10 years experience, first phone, all phases studio/transmitted operations . . . tape recordings, some production work, morning man . . . resume on request. Box 695C, B•T.

Engineer-experienced-first phone-young-single-can travel. Good references—mid-southwest preferred. E. D. Griffin, 1310 W. Howard, Carlsbad, N. M.

First phone engineer. 1 year am experience. Prefer midwest or northwest. F. Jones, 255 Toneff Drive, Waterloo, Iowa.

Engineer. Chief about 2 years. 1 year DJ-farm market reporter. 1609 Earl Ave., Louisville, Kentucky.

Programming-Production, Others

News . . . sports . . . special events . . . 2 years television . . . 8 years radio . . . strong play-by-play, all sports . . . available in two weeks. Box 641C, B•T.

Copy-man experienced in radio and tv production. Can produce dramatized radio spots or create tv spot campaign. Desires radio or tv job in east or southeast. Box 655C, B•T.

News editor—sports director: Write-edit-broadcast. Thoroughly experienced. Presently employed. Handling 11 shows a day. Write Box 659C, B•T.

Program director. Outstanding radio man with solid background. Exceptional experience. Leading writer, producer, announcer. Top salesman. Box 689C, B•T.

HELP WANTED! CALIFORNIA TV STATION!

Excellent job opportunities now being offered by VHF California network station in ideal medium market. Several openings:

1. Top flight program director capable of assuming full charge of small versatile staff. Must be thoroughly experienced and fully qualified to handle, as well as keep staff at peak efficiency in all jobs . . . such as write good visual copy, direct, video switcher, camera, film operation, etc.

2. Experienced "on camera" and "off camera" announcers (air salesman), capable of doubling in brass as cameramen, video switcher, continuity, or other tv job—first phone helpful, but not necessary.

3. Experienced video switchers with good technical knowledge, as well as program knowledge. First class ticket necessary.

4. Promotion-Publicity-Merchandising man or woman. Experienced in all phases of publicity, writing, newspaper ad writing and layout, point of sale pieces, merchandising letters, etc.

5. News Director, capable of covering all local news, gathering all important stories, writing good news—and doing some news shows (radio and television).

6. Cameramen, photographers, film editors, we may have openings as we expand. Let us hear from you.

You must have experience, ability and versatility. This is a "down to earth", easy to get along with staff. If you can get along well with people in a "team operation", then please write us immediately. State your complete story, include all jobs you have held, references, recent photo, salary requirements, cut tape at 7½ rpm of your best announcing, etc.

Reply to Box 710C, B•T

RADIO

Situations Wanted—(Cont'd)

Familiar all phases radio, writer and deliver news, experienced, family man, draft exempt, 22. Box 679C, B•T.

Veteran Muzak man seeks affiliation with progressive radio or tv. Also well experienced in tv-radio sales, production, programming. Strong sales and promotion. No schemes or under-financed ventures. Box 692C, B•T.

Increase your revenue and prestige—two girl team, presently employed. Experienced programming, production, deejay, traffic, copy. Box 697C, B•T.

Program director, combo, first class ticket. Seven years experience. Family. Midwest. D. D. Clem, 265 South Brunswick, Marshall, Mo.

TELEVISION

Help Wanted

Salesmen

Account executive. WXEX Television, the 1049 foot tower, 316,000 watt basic NBC station, in the Richmond, Petersburg and central Virginia market, seeks one top-notch experienced salesman. Salary plus commissions. Write: George Olivier, Sales Manager, WXEX Television, Petersburg, Virginia.

Announcers

Growing central California tv station needs two reliable, experienced on-camera announcers, who are capable of doing or learning camera work and directing. Excellent opportunity, ideal climate. Send resume and photo immediately to Box 617C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Copywriter—outstanding opportunity for experienced man with progressive midwest station, 6 years on air. Insurance, paid vacation, congenial surroundings. Starting salary in neighborhood of $325 a month, with excellent chance of advancement. Send complete information to Box 637C, B•T.

Situations Wanted

Announcer-salesman, tv and radio, local newsman. 1700 sponsored newscasts last year. 8 years' experience. Box 560C, B•T.

Announcers

Seven years radio and television experience. College graduate. Desire to relocate. Presently employed in radio. Box 667C, B•T.

Comic MC, personality wants station with heavy local programming. Young, married, college grad. Much theatre and radio-tv experience. Box 674C, B•T.

Technical

Experienced, capable chief engineer desires position. Highest references. Emphasis on new construction. Will consider supervisory position with large established station. Box 562C, B•T.

Tv engineer desires supervisory position with new vhf. Five years experience all phases xmtr, studio and remote operation and maintenance plus one year am xmtr. Have done construction. Excellent references. Box 633C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

First phone engineer, ham ticket, vet, 23, available Nov. 1st. 3 years tv experience, 5 years am. Box 654C, B•T.

Operating and control room engineer desires relocation in midsouth. Sober, cleancut, intelligent. Experience one year. Box 676C, B•T.

North or west. Now or future date. Transmitter, construction and overall tv maintenance. 6 years experience including 50kw's. Chance for advancement. Box 685C, B•T.

Programming-Production, Others

College grad. Negro-can direct, floor, edit & shoot film, some experience-resume-travel anywhere, best references. Box 662C, B•T.

Experienced radio-tv newsman wants job in prestige news operation. Box 678C, B•T.

Director or assistant director. Trained by top men in Chicago television. Four years specialized education in television directing and related production fields, Northwestern University. Background in radio, theatre, music. Married, veteran. Resume, photo on request. Box 681C, B•T.

Veteran Muzak man seeks affiliation with progressive radio or tv. Also well experienced in tv-radio sales, production, programming. Strong sales and promotion. No schemes or under-financed ventures. Box 693C, B•T.

Will you give a guy a break? Engineer . . . 10 years radio experience, studio/tranmitter operation, remote tape/live broadcasts . . . now desires future with tv station . . . interested program, production leading to directing, will consider technical operation as start . . . very ambitious, capable, dependenable, not afraid of hard work . . . resume on request. Box 694C, B•T.

NOW AVAILABLE—THREE TOP MEN

TV STUDIO TRAINING—EXCELLENT BACKGROUNDS

LYN MUZZY

Married, one child, 25 years old, good student. He has both a sales and announcing background. He did radio announcing and administrative work throughout his six years in the army, handling, among other things, news, music and interviews. Since then he's been doing selling work. His instructor recommends him for either TV Sales or Announcing work. Good voice, excellent personality, has personal traits, eagerness and know-how to make a good sales or sales-service man.

CLARENCE McINTOSH

B.A. degree, over three years of Public Relations work as officer in Navy — writing spot announcements, news releases, producing 15 minute radio series, editing tape. Daily show of his won Peabody Award for public service. Intelligent, good-natured, willing worker, superior personality. Diction, grammar, vocabulary excellent. Especially adapted for direction, writing, camera work. Would fit into sales, traffic or any category in Broadcasting. Highly recommended as outstanding employee.

FORREST CORDON

Has 5½ years of college training including work in speech and production. He has been teaching speech, dramatics and production on the high school level for the past seven years. During his training he displayed skill and promise, especially in the announcing field. He did an outstanding job of both preparing and presenting news programs, as well as in all types of announcing work. He's 33 years old, has a good personality and an outstanding voice, married and family.

Each of these men has been thoroughly trained in all phases of TV production in one of our completely equipped studios under the instruction of a professional TV director. For IMMEDIATE resume and complete details, write, wire or call *collect*, JOHN BIRREL—BE 7246.

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Stations

Upstate New York independent, single station market, serving two principal cities, combined neat operation, studio, offices, transmitter, all located in center of city. 5 year lease with option for 5 additional years and opportunity to buy building. Rent $150 monthly. Terriffic opportunity to make money. $55,000. $35,000 cash. No brokers. Principals only. Strictly confidential. Box 577C, B•T.

$7000 for 25% of profit making midwest station. Present manager needs money in a hurry for another enterprise. Ideal for manager-owner or as investment. Box 640C, B•T.

Half-interest in southern 250 watt daytimer, excellent frequency, in rich industrial-agricultural region. Big money maker from start, netting $30,000 to $40,000. Made $30,000 last year and expect greater net this year. Best offer accepted, as owner has other interests. Box 647C, B•T.

Mid-south single station market unit operation showing small profit over depreciation and manager's salary. $13,750 down, $36,750 total. Paul H. Chapman, 84 Peachtree, Atlanta.

Medium city. Nationally famous southwest tourist mecca. Delightful climate. Market over 200,000 per owner. $15,000 cash will handle. Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Have many profitable southeast radio and tv stations for qualifqing buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Equipment, Etc.

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 500C, B•T.

RCA 69-C distortion and noise meter; 4 Gates SA-134 amplifiers with or without microphones. Contact Elwood Brown, WPON, Pontiac, Mich. Telephone Federal 8-0444 or Federal 8-0845.

16 structural towers 165' to 258' batter leg Blaw Knox type. 13 Marconi tubular type masts 407'. Located former RCA Communications Center, New Brunswick, N. J. Contact REpublic 9-0414, New York City.

General Radio 916-A bridge. Excellent condition. $395 F.O.B. J. G. Rountree, Consulting Engineer, 5622 Dyer, Dallas 6, Texas.

WANTED TO BUY

Station

X-radio owner desires to relocate in Rocky Mountain area looking for 250 or 1 kw am station. Send detail—no brokers—confidential. Box 648C, B•T.

Will buy or lease you radio station in Texas, Colorado, or New Mexico. All replies confidential. Box 715C, B•T.

Stations wanted. Radio and tv. Growing list of clients waiting. All market sizes. Arkansas, Missouri, Texas, Oklahoma, Kansas. Ralph Erwin, Broker, Box 811, Tulsa, Oklahoma.

Attention station owners. I have clients waiting for metropolitan stations, cities over 200,000. Current billings not important. Texas, Oklahoma, Arkansas, Missouri, Kansas. Ralph Erwin. Licensed broker. Box 811, Tulsa, Oklahoma.

Equipment

Urgently need one complete 900 mc studio transmitter link complete with antennas. Prefer good used equipment. Box 321C, B•T.

6 or 8 bay fm antenna, preferably Collins. Tuneable to non-commercial educational frequencies. Box 578C, B•T.

Wanted: Used 3 kw fm transmitter, fm modulation monitor, antenna and coax. Contact Radio Station WNES in Central City, Kentucky, immediately.

Require up to four fm stations, 5 kw or higher, with fm antennas; studio transmitter links, complete with antennas; television towers 300 ft. in height or higher. Antonio Cabrea, Apartedo 1762, Mexico, D. F.

Wanted—1 fm antenna. Tunable to 102.7 mc with gain of 3 to 5 to feed 51.5 ohms coaxial line. Monpe System, Banco Caribe, Prado y Refugio, Habana, Cuba.

INSTRUCTION

Get your FCC first phone license quickly. Intensive, personalized instruction by correspondence or in residence—Washington, D. C., or Hollywood, Calif. For details, write Dept. 1-M, Grantham School, 737 11th Street N. W., Washington, D. C., or 5910 Sunset Blvd., Hollywood 28, Calif.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

Starting—1st class FCC license groups. Day-16, evenings-10 weeks. Intensive, qualified instruction. Avery-Elkins, 1733 Broadway, New York City, Plaza 7-1858.

RADIO

Help Wanted

Salesmen

RADIO SALESMAN

Over $5,000 yearly guarantee—against 15% commission—Billion Dollar market —Over Million population in coverage area—10 kilowatt station in major Southeastern market—If you are content with $100 weekly, then don't apply. We are looking for men who can sell—Give background, age, marital status and include recent picture.

Box 716C, B•T

TIME SALESMAN

Aggressive young men for good radio sales position. Ideal opportunity. Contact J. T. Snowden, Manager at station or Archie Grinalds, Station Sales Manager at John E. Pearson Co., New York Office, Plaza 1-3366, beginning Sept. 9.

Radio Station WBIA
Augusta, Georgia

Production-Programming, Others

TRAFFIC SECRETARY

Well established Detroit metropolitan area station has unusually good opening for intelligent, capable young woman, preferably 25-35, typing, shorthand required. Pleasant working conditions, permanent.

Box 712C, B•T

WRITER

Immediate opening for experienced writer-producer who has the imagination to dream-up, write and produce transcribed "gimmick" spots of professional calibre. This is a key position with a large east coast metropolitan station. Good salary and benefits. Send full story with samples, references and photo to

Box 717C, B•T

TELEVISION

Help Wanted

Programming-Production, Others

IDEAL OPENING
for
EXPERIENCED TV CAMERAMAN

WXEX, the maximum power central Virginia station serving the Richmond-Petersburg area needs a top-flight, experienced cameraman. This is a fine opportunity for a top man to join a respected and highly rated organization. WXEX operates on 316,000 watts from a 1049 foot tower. Pay is comensurate with ability.

Write or Call
TELEVISION STATION WXEX
PETERSBURG, VIRGINIA
REgent 3-7876

$10,000 SALARY
TV PROGRAM DIRECTOR

Local VHF TV station in major Eastern market with NBC programs wants man with two or three years experience as program director in a network station. Job available immediately.

Box 713C, B•T

EXPERIENCED CINEMATOGRAPHER
and
DARKROOM MAN NEEDED

By WXEX, which serves the Richmond-Petersburg area. WXEX is a basic NBC affiliate and operates on 316,000 watts from a 1049 foot tower. These are ideal opportunities for qualified applicants. Pay commensurate with ability.

Write or Call
TELEVISION STATION WXEX
PETERSBURG, VIRGINIA
REgent 3-7876

Situations Wanted

Managerial

RADIO-TV EXECUTIVE

Young aggressive TV general manager with 8 years management and sales background in radio and TV . . . complete knowledge of and experience in station management, sales programming, network and agencies.
Excellent references. Your further inquiry and interview invited.

Box 640C, B•T

CANADA TV SET SALES RISE SHARPLY

Report on first seven months of '55 swell Dominion's total to nearly 1.5 million receivers.

SALES of tv sets in Canada showed a definite increase for the first seven months of 1955, according to a report of the Radio-Electronics-Television Manufacturers Assn. of Canada. There were 273,152 sets sold, valued at $84,165,739 during the period, compared to 202,724 for the January-July period of 1954. Most of the new sets sold were in the 21-inch group.

The association also announced a total of 1,455,556 sets in use in Canada at the end of June. By provinces Ontario has largest number of sets, 725,727, followed by Quebec with 420,815; British Columbia, 108,661; the three prairie provinces of Manitoba, Saskatchewan and Alberta, 117,411, and the four Atlantic coast provinces of Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland, 55,942.

Ontario also led in sets purchased from January to July with 103,490 followed by: Quebec, 64,554; British Columbia, 28,055; Manitoba, 22,609; Nova Scotia, 18,140; Alberta, 17,028; New Brunswick and Prince Edward Island, 10,144; Saskatchewan, 7,804, and Newfoundland, 2,688.

CARTB Studies Tv Libel; General Guide Impractical

A GENERAL GUIDE for precautions to be taken by Canadian radio and television stations in connection with defamation, libel or slander, is not available in Canada, according to a report of T. J. Allard, executive vice president of the Canadian Assn. of Radio & Television Broadcasters. CARTB has been making a careful study of guides throughout the English-speaking world.

No general guide is available, Mr. Allard points out, because circumstances vary, the element of defamation may be affected by changing social conditions, the law affecting defamation varies by provinces across Canada, and the law is not a fixed body of rules but a flexible framework which can be affected by precedent, interpretation and circumstances.

Mr. Allard's report suggests that "when in doubt, leave it out" or "where any element of uncertainty exists, consult your local lawyer first."

CARTB has distributed to member stations for use of its executives and newsroom staff copies of a talk, "Dangerous Words," given by Alexander Stark, secretary-treasurer of the *Toronto Daily Star*, at the journalism school of Ryerson Institute of Technology, Toronto. In this talk Mr. Stark dealt with libel cases throughout Canada, United States and Great Britain and dealt with specific problems of newsroom writers. The report also contains a copy of the Ontario Libel & Slander Act of 1937.

Four Applicants Seeking Canadian Broadcast Permits

FOUR APPLICATIONS for new broadcast station licenses will be heard at the Sept. 15 meeting of the board of governors of the Canadian Broadcasting Corp. at the Chateau Frontenac Hotel, Quebec.

T. M. Fielder has applied for a 250 w station on 1560 kc at Simcoe, Ont. F. Vincent Regan is asking for a license for a 5 kw station on 1290 kc at London, Ont. Two applicants will be heard for a station at Swift Current, Sask., on 1400 kc with 250 w. Frontier City Broadcasting Co. Ltd. and Swift Current Broadcasting Co. Ltd. are applicants for the Swift Current license.

CKEN Kentville, N. S., is asking for an increase in power from 250 w to 1 kw and from 1490 to 1350 kc. CHWK Chilliwack, B. C., has an application in for transfer of control of the station from Fraser Valley Broadcasters Ltd. to Jack Pilling, manager of CHWK. CFCL Timmins, Ont., requests change of corporate name from J. Conrad Lavigne to J. Conrad Lavigne Enterprises Ltd. without affecting control of station.

Five stations are applying for permission to have standby transmitters and 18 stations are asking for share transfer permission.

Set Count

EXPERTS SAY the Russians are getting more and more radio and tv sets and bigger newspaper circulations. Statistics show an estimated 475,000 tv sets inside Russia at the end of 1954, compared to 150,000 in 1953. This is still a long way behind the 35 million sets in the U. S.

Soviet affairs specialists also revealed a record high 47 million newspaper distribution, an increase of six million since 1953. This was not a daily average but a high mark which amounted to one newspaper for four and one half persons. This is close to the U. S. average of one newspaper for every three persons.

Canadian Radio Set Sales Up

AN INCREASE in the sale of radio receivers in the first seven months of 1955 is reported by the Radio-Electronics-Television Mfrs. Assn. of Canada. The January-July period saw 247,425 units, valued at $18,117,610, sold as compared to 223,971 sets, valued at $17,437,846, sold in the same period last year.

CKBC Names Representative

CKBC Bathurst, N. B., new 250 w station on 1400 kc in the recently opened copper mining area of New Brunswick, has announced the appointment of James L. Alexander Ltd., Toronto, as representative. J. Leo Hachey is president; W. J. Davis, manager; G. Royal is sales manager, and G. Christopher is chief announcer and newscaster.

CKRS-TV Target Date Nov. 15

CKRS-TV Jonquiere, Que., ch. 12, is expected to begin telecasting on Nov. 15, according to manager Tom Burham. The station will telecast in both French and English. It will be represented by Jos. A. Hardy & Co. Ltd., Montreal and Toronto.

INTERNATIONAL PEOPLE

W. Hugh Clark, senior sales representative, Canadian Broadcasting Corp., Toronto, appointed commercial sales supervisor; **Gunnar Rugheimer,** newsreel editor, CBLT (TV) Toronto, and manager, CBC national tv news service, named CBC senior sales representative.

MR. CLARK MR. RUGHEIMER

Bob Monroe, formerly with National Broadcast Sales, Toronto, appointed radio sales manager, Radio Representatives Ltd., Toronto; **Bill Stoeckel,** formerly with All-Canada Radio Facilities, Toronto, named Radio Representatives tv sales manager.

FOR SALE

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

EMPLOYMENT SERVICE

Make CADILLAC your Chicago Headquarters for placement or procurement for all types of Radio-TV Personnel.
ARTHUR R. SNYDER
CADILLAC EMPLOYMENT AGENCY
220 S. STATE, CHICAGO, WA 2-4800

Marjorie Witty
A really PERSONAL personnel service
Specializing in
Creative, Executive, Sales Personnel for
RADIO & TV STATIONS
AD AGENCIES ★ PACKAGERS
SCREENING: The job for the individual
The individual for the job
415 Lexington Ave., N.Y.C. MU 2-7136

MISCELLANEOUS

Do YOU Like YOUNG People—
AND 60,000,000 VIEWERS TOO!
Then here's the PROGRAM IDEA for YOU!
Help teen-agers and their parents solve their problems wisely.
NOVEL, ENTERTAINING, DRAMATIC, ½-HOUR WEEKLY, LOW BUDGET SERIES.
Moderator: Noted Psychologist-Professor
TV Personality—(N.Y.C.)
Box 714C, B•T

Radio, Unbreakable Lifeline

IN THE floods that struck the Northeast a fortnight ago and in the aftermath of salvage, radio and television have done a heroic job.

The most conspicuous feature of broadcast service in that period has been the clear proof that the battery radio and the radio station are indispensable in contemporary America. When disaster strikes, central power lines break down. Only the broadcast station with its own generator and the receiver with its own power supply can provide dependable communication. Until central power is restored to service, most television sets are useless. It is ironic that the portables and car radios of Stroudsburg, Winsted, Waterbury, which were purchased for pleasure on the beach or the Sunday drive, turned out to be the only means of delivering life or death communication.

In the midst of disaster, radio was the communications giant. In the salvage beginning afterward, both radio and television were outstanding. Their effective appeals for aid were largely responsible for the remarkable response of the U. S. public in oversubscribing the Red Cross relief fund.

What's Past *Could Be* Prologue

THIS era of "friendly coexistence" that appears to have evolved in the wake of the Geneva summit conference must have a phony ring to those dedicated people working their hearts out for Radio Free Europe and the Voice of America.

Despite all the sweetness and charm being generated from the West, the Soviets continue to spend more rubles in operating transmitters to jam our broadcasts than we spend, publicly and privately, for the long and shortwave broadcasts. There's ample evidence, nevertheless, that these broadcasts are getting through both ways, though perhaps more effectively via the uninhibited operations of RFE's 29 longwave transmitters on the ground in Europe.

In this new Alphonse-Gaston act, the Soviet has given full accreditation to a U. S. broadcast correspondent—Irving R. Levine of NBC. He is provided with studio facilities and a shortwave circuit to New York. Other newsmen have been accredited. The interchange of good-will delegations (except in the broadcast field) is in full bloom.

It could well be that these very broadcasts through the Iron Curtain spawned this "new era." We're sure, however, that thinking Americans are not being deluded; that Congress won't abandon USIA's Voice operations, and that organizations and individuals who have stood behind the hard-hitting, privately-endowed Crusade for Freedom will continue their support as it enters its sixth fruitful year. Broadcasters who gave unstintingly of their time in last year's all-out RFE campaign are in there pitching again, because they've seen the totalitarian chameleon perform before.

We, along with every good American, cherish the thought of peaceful coexistence. We fervently pray for the success of the peace offensive launched by President Eisenhower and picked up so avidly in the public utterances of the Soviet leadership.

If we appear querulous, it is because we are sensitive to the past deeds and words of the communist overlords. For example, this quote:

> War to the hilt between communism and capitalism is inevitable. Today, of course, we are not strong enough to attack. Our time will come in 20 or 30 years. To win we shall need the element of surprise. The bourgeoisie will have to be put to sleep. So we shall begin by launching the most spectacular peace movement on record. There will be electrifying overtures and unheard of concessions. The capitalist countries, stupid and decadent, will rejoice to cooperate in their own destruction. They will leap at another chance to be friends. As soon as their guard is down, we shall smash them with our clenched fist.

These words were uttered in 1931—just 24 years ago. They are attributed to Dimitri Z. Manuilsky in a speech before the Lenin School of Political Warfare. Comrade Manuilsky was presiding officer of the United Nations Security Council in 1949. The quotation appeared most recently in an advertisement of the Gray Mfg. Co., of Hartford, Conn., published in the *Army-Navy-Air Force Journal*, Aug. 20, 1955.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Here come the Miss America contestants in their bathing suits. Sorry, we've lost our picture, but we'll continue the sound!"

A prime objective of the upcoming Big Four foreign ministers conference, where the United States is concerned, is the removal of the jamming block. Another is freedom of access to news, and lifting of censorships. Outgoing broadcasts and other news dispatches are censored.

It seems to us that no credence can be given the Soviet "new look" until it proves good faith by removing the ether blockade. Until then we should fire away full tilt, backed by American broadcasting and American dollars.

Tv Holds Its Audience

THERE ARE a number of significant findings in the American Research Bureau study relating intensity of viewing to length of ownership of television sets. The ARB report, which appears in this issue as well as in the new TELECASTING YEARBOOK & MARKETBOOK, shows that the longer people have tv the more they watch it.

Basic though that finding may be, other features of the study are of almost equal importance. Chief among them is that the heavy viewing group includes a preponderance of young married people. For advertisers that fact is vital. Couples of the 20-39 age bracket are America's best customers for all kinds of consumer products.

The more research that is done in television, the more evident it becomes that tv is indeed, as the Television Bureau of Advertising puts it, the world's greatest "selling machine."

The Rate Cleaver

REPORTS from broadcasters who have been solicited confirm our story of Aug. 15 that George A. Hormel & Co. (meat products) has started a campaign to obtain national advertising on radio-tv at local rates.

The Hormel company has instructed its distributors to try to buy time for the company's Flavor Seal products. The transparent argument is that the distributor is a local advertiser and hence eligible for local rates from those stations which have differing rate schedules for local and national accounts.

We are happy to announce that some stations have rejected the proposal. How many, if any, have gone along we do not know. The number of those which accede to this chisel corresponds to the number that are too hungry to uphold good standards.

Unfortunately, Hormel is not pioneering in this case. Many a national advertiser has tried to take advantage of lower rates available to local advertisers. A differential in rates for the two kinds of client is justified only if the station intends to be impartial in applying the rates. Where Hormel succeeds in this endeavor, it has succeeded in creating a single rate for both local and national accounts.

after only one year of operation

KWK*tv*

IS

FIRST

IN OVERALL AUDIENCE IN ST. LOUIS

Pulse

July 1955	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-*tv*	62	56	56	62	46
STATION "B"	38	42	41	36	38

ARB

July 1955	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-*tv*	60.4	43.9	65.5	73.9	51.2
STATION "B"	39.7	55.9	34.2	25.8	43.1

CBS

KWK-*tv* ST. LOUIS

represented nationally by THE KATZ AGENCY, INC.